JUNE 4, 1945 PRICE 15 CENTS

# BROADCASTING

The Weekly Newsmagazine of Broadcast Advertising

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KLZ DENVER
THE STATION THAT BRINGS YOU
FOURTEEN NEWSCASTS EVERY DAY
CBS 560 ON YOUR RADIO

General Outdoor Adv Co

With outdoor advertising, street car cards, newspaper advertising and many other exploitation devices, KLZ keeps selling itself continuously. KLZ sells for advertisers because it first sells itself.

REPRESENTED BY
THE KATZ AGENCY

# WELL PLACED

**On the lake a "Well Placed" plug gets results**
**On the air a "Well Placed" ad gets sales results**

Advertising is well Placed when it's aired over WSPD—the 5000 watt, NBC station which covers the rich Northwestern Ohio-Southern Michigan area—the home of more than a million and a half prosperous prospects.

*For 24 Years the Voice of Toledo*

*Just Ask Katz*

WSPD
TOLEDO, OHIO
5,000 WATTS

IF IT'S A FORT INDUSTRY STATION
*YOU CAN BANK ON IT*

A FORT INDUSTRY STATION

*Model depicting proposed development of General Logan International Airport, Boston.*

# WNAC

Key Station of

THE YANKEE NETWORK

is proud of the selection of its facilities for these great contributions to the future of Boston and New England

# "AVIATION WEEK"

The Aviation Luncheon, May 1st, at the Copley-Plaza Hotel, Boston, welcoming the inauguration of new air service to Boston by United Air Lines, T. W. A. and Northeast Airlines, was broadcast 1:15 to 1:30 P.M.

## Coast to Coast over WNAC, Yankee Network and Mutual Stations

*Sponsored by* The Boston Globe

*Agency* — John C. Dowd

## HON. JOSEPH P. KENNEDY

Former Ambassador to Great Britain

at the

Greater Boston Development Committee Luncheon at the Copley-Plaza.

★

## "Boston Looks Ahead"

"Promoting the Port of Boston"

WNAC

**Tuesdays — 7:45-8:00 P. M.**

*Sponsored by* Boit, Dalton & Church

*Agency* — Alley & Richards

# THE YANKEE NETWORK, INC.

*Member of the Mutual Broadcasting System*

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
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XUM

# BROADCASTING... at deadline

## Closed Circuit

NEW YORK FINANCIAL circles are alive with reports of prospective sale of Crosley Manufacturing Division. Report last week was that deal had been consummated for Cincinnati plant at asking price of about $30,000,000. Weeks ago IT&T (Federal Telephone & Radio Corp.) had entered conversations with Crosley but this transaction said to be out. WLW Cincinnati and shortwave subsidiaries will not be affected.

IMPENDING AMERICAN-BLUE personnel changes may include a new Washington setup, as well as new sales executive. Donald Withycomb took over on a temporary basis in Washington some weeks ago. Whether he returns to his former duties as head of Blue's International Division was uncertain last week. New Washington addition may be former Army officer slated for discharge.

CBS BOARD MEETING in New York this week may produce some news. While changes in high command have been rumored, largely in the nature of promotions, one development might be the election of Edward R. Murrow, CBS European news manager and outstanding correspondent of war, to a programming vice-presidency. Whatever evolves in promotional sequence would see William S. Paley and Paul W. Kesten as No. 1 and No. 2 men. If general manager is named, promotion of Frank Stanton wouldn't be surprising.

NEW MOVE TOWARD greater potency in Mutual operation reflected in recent stock ownership change which makes Yankee-General Tire 20% senior stockholder along with WOR-Bamberger, WGN-*Chicago Tribune* and Don Lee. Each now has two directors and combined hold 80% of network stock. Action results in even greater strengthening of Ed Kobak's presidential hand.

DON'T LOOK FOR resumption of full FCC sessions until week of June 18. FCC Chairman Paul A. Porter, now in Europe with Wheeler Senate Subcommittee entourage, doesn't expect to return until about mid-June. Reported last Friday party was in Cairo after having inspected communications installations in England and France.

DESPITE WPB-FCC insistence that there will be no thawing of radio equipment freeze (both transmitting and receiving) until late fall or possibly spring of 1946, current developments may blast those predictions. Substantial cutbacks in Government equipment orders, including electronics, might result in quick revision of plans in order to absorb employment among large electronics manufacturers who have been doing Government business at rate of about $5,000,000,000 annually during war years. Radio and related fields have become big business since Pearl Harbor.

NEW NAB PRESIDENTIAL Selection Committee, headed by T. A. M. Craven, Cowles

*(Continued on page 78)*

## *Upcoming*

June 6: Deadline for filing appearances, oral argument, allocations below 25 mc.

June 6-7: CBS Affiliates Advisory Board meeting, New York.

June 13: Oral argument, WOV New York transfer of control to Mester brothers.

June 19: FMBI Board meeting, Waldorf-Astoria, New York.

June 26-28: National Retail Dry Goods Assn. Postwar Conference, Hotel Pennsylvania, New York.

June 27: Hearing before FCC, sale of WINS New York, to Crosley Corp.

## Bulletins

FRANK M. FOLSOM, vice-president in charge of the RCA Victor Division, Camden, since January 1944 and a director of RCA and NBC, last Friday was elected executive vice-president in charge of RCA Victor Division at regular board meeting of parent RCA company. John G. Wilson, in charge of financial administration of RCA Victor, elected operating vice-president.

NAVY RADIO Section, Public Relations, has been reorganized into two sections, Radio Services and Radio Programming. Lt. Comdr. J. Harrison Hartley, USNR, former assistant director of news and special events, NBC, and chief of the original Radio Section, heads the Services Section, in charge of facilities for transmitting radio and press news. Lt. Marvin F. Royston, USNR, ex-NBC-Blue engineer, is assigned to Radio Services Section. Lt. Comdr. Charles E. Dillon, USNR, who was head of Red Cross radio, is in charge of Programming Section, servicing broadcasters.

NATHAN STRAUS, president of WMCA New York, won the $1,000 Edward L. Bernays radio award to individual doing most in 1944 to further democracy in the U. S. Judges H. V. Kaltenborn, NBC; Raymond Swing, Blue, and Norman Corwin, CBS, voted unanimously to present the award to Mr. Straus for his series, *New World A-Coming*. Formal presentation will be broadcast on WMCA June 10.

MUTUAL has cleared Monday and Wednesday, 9:30-10 p.m., for Coca Cola *Victory Parade of Spotlight Bands*, which moves to that network from Blue on June 18, but has been unable to clear Friday spot desired by Coca Cola, now occupied by *Double or Nothing*. Latter's sponsor, Pharmaco Inc., is willing to move if equally suitable time can be found. Pending that Coca Cola will broadcast only twice instead of thrice weekly.

## Business Briefly

BORDEN ON BLUE ● Borden Co., New York, July 10 on the Blue Tues. 7:30-8 p.m. starts *Borden Country Fair*, audience participation program with Jack Bailey as m. c., Bill Gernatt directing. Borden shifts to the new time on the Blue from Sun. 8:30-9 p.m., vacating latter period when it moves the Jerry Wayne show for summer to CBS Fri. 7:30-8 p.m. Kenyon & Eckhardt has been appointed to handle *County Fair* which fills out Borden's contract with Blue through Aug. 27, but may continue as a permanent feature. Young & Rubicam, New York, continues as agency on the Jerry Wayne show, to be succeeded by Ginny Simms program in fall.

HIRES, PHILCO PLANS ● Charles E. Hires Co., New York, on June 17 through N. W. Ayer & Son, permanently shifts *Hires Ice Box Follies* on Blue to Sun. 6:30-7 p.m. from Wed. 10-10:30 p.m. Period is available since Philco Corp. has reduced its hour program 6-7 p.m. to 6-6:30 p.m. Hutchins Adv. is Philco's agency. Philco plans to sponsor last quarter-hour of *Breakfast Club* on Blue. One-quarter of the full-hour morning program is sponsored by Swift & Co., another by Kellogg Co.

A&P SPOT PLANS ● Great Atlantic & Pacific Tea Co., New York, has scheduled spot campaigns for peaches in 47 markets, July 11-13 and 25-27, averaging three spots daily on each station, and June 4 starts participations for A&P coffee on WABC New York. A&P is also using programs on several midwest stations. Agency is Paris & Peart, New York.

TAKES HALF-HOUR ● Standard Brands Inc., New York, has signed starting July 15 for Sun. 3:30-4 p.m. on NBC, period to be vacated when *Army Hour* is reduced to a half-hour show, running 4-4:30 p.m. Spot will be used for *One Man's Family* (Tender Leaf Tea and Royal Gelatin desserts), which shifts from Blue Tues. 7:30-8 p.m.

HALE SHOW AVAILABLE ● Arthur Hale program, now sponsored on 30 Mutual stations 7:30-7:45 p.m. by Richfield Oil Corp., New York, available for sponsorship cooperatively on other net stations which do not have primary coverage in the Richfield sales area.

### TV EXHIBIT PLANNED

NBC-WOR-DuMont video executives are making plans to invite a group of Government officials to New York soon for special demonstration of television as a sort of preview of what will be available in Washington when these three organizations, which have all applied for commercial stations in the capital, begin operations there. Idea originated among representatives of the telecasters at recent hearings held by Washington Zoning Commission.

# "The Time Has Come," the Walrus said, "To Speak of Many *Listeners* . . . . . !"

The story of "Alice in Wonderland" might have remained a figment of Lewis Carroll's imagination had it not been for "Alice" herself.

Carroll spun the tale to amuse three little girls, whom he took rowing on the Thames each afternoon.

When the real "Alice" begged for a copy of the story, Carroll wrote it in longhand. Had it not been for a friend who persuaded Carroll to publish "Alice in Wonderland," its sole audience would have been three little girls.

As with "Alice," so with your sales message. It must be heard by a large audience, otherwise it cannot do its rightful work. You assure yourself that your sales message will be heard by a profitable percentage of the Baltimore market when you use WCBM. Listening to WCBM is a habit in Baltimore.

*Baltimore's Listening Habit*

# WCBM

MUTUAL BROADCASTING SYSTEM

**John Elmer**
*President*

**Free & Peters, Inc.**
*Exclusive National Representatives*

**George H. Roeder**
*General Manager*

*In famed courtyards of New Orleans . . .*

*On front porches in Mississippi . . .*

**Folks turn first to — WWL NEW ORLEANS**
A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY

**50,000 Watts ★ Clear Channel ★ CBS Affiliate**

Represented Nationally by The Katz Agency, Inc.

**BROADCASTING**
The Weekly Newsmagazine of Radio

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**At Washington Headquarters**

**SOL TAISHOFF**
*Editor and Publisher*

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**CIRCULATION**
**BERNARD PLATT,** *Circulation Manager*
Dorothy Young

**NEW YORK BUREAU**
250 Park Ave. *PL*aza 5-8355
EDITORIAL: Bruce Robertson, *New York Editor;* Dorothy Williams, Florence Small, Dorothy Macarow.
ADVERTISING: S. J. Paul, *New York Advertising Manager;* Patricia Foley.

**CHICAGO BUREAU**
360 N. Michigan Ave. *CEN*tral 4115
Frank A. Browne, *Manager;* Jean Eldridge.

**HOLLYWOOD BUREAU**
1509 North Vine St. *GL*adstone 7353
David Glickman, *Manager;* Marjorie Barmettler.

**TORONTO BUREAU**
417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

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# WSIX's BATTING AVERAGE UP 81.5%

If you are looking for a hard-hitting team in a class-A league, join WSIX in Nashville. Your advertising dollar will swat a homer every time it goes to bat. Here are the reasons: (1) A gain of 81.5% in our all-day average Hooper during the two years ending in January. (2) The best daytime Hooper of any Nashville station. (3) Top programs of both BLUE and MUTUAL. (4) A booming market in the heart of agricultural, industrial Tennessee. In WSIX's territory there are over a million potential buyers—all "big leaguers" when it comes to spending money.

**REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.**

**5000 WATTS**

**WSIX**
*The Voice of Tennessee's Capital City*
NASHVILLE TENNESSEE

**980 KILOCYCLES**

# Five programs ot

# ms total 55 years on "The Voice of St. Louis"

## ...and they're going strong

TYPICAL of the brand of radio favored by Midwest listeners are five KMOX programs with a combined total of 55 years of broadcasting:

**OZARK VARIETIES,** starring the KMOX National Hillbilly Champions, now in its *tenth year!*

**FRANCE LAUX SPORTS GALLERY,** featuring one of America's top sports authorities, just as popular after *16 years* on KMOX!

**THE BEN FELD SHOW,** with Musical Director Ben Feld and the KMOX Orchestra, *eight years* of good listening!

**OLD-FASHIONED BARN DANCE,** weekly full hour of familiar tunes and homespun humor, still packs 'em in after *eight years!*

**JANE PORTER'S MAGIC KITCHEN,** among the earliest established radio kitchens—for 13 years a housewife magnet.

That report card is a sharp picture of KMOX-dominance with Midwest listeners. Advertisers naturally show their preference by continuing sponsorship. *Ozark Varieties* has had the same advertiser for *ten years*... France Laux *nine*...*The Ben Feld Show* and *Old-Fashioned Barn Dance* each have chalked-up *eight years*, while *Magic Kitchen* has a renewal record that any program may well envy.

We have available a few programs built by KMOX that travel in the same company of listener and sales appeal. Whether you intend crossing our palm with a contract now or later doesn't matter. Seeing us or Radio Sales...*today*...*is* important!

REPRESENTED BY RADIO SALES, THE *SPOT* BROADCASTING DIVISION OF CBS

Ever see a station whose daytime Hooper "share of audience" averages

49.0%?

Perhaps . . .

. . . but how about a city where the daytime "sets-in-use" averages

21.8*?

NO? . . .

. . . then look at Lincoln - - we feel it's a rare result in a market of over 100,000 population.

In Fact,

KFOR has 80% more daytime audience according to Hooper than the next highest station.

* If you're interested in ratings, just multiply "sets-in-use" by "share of audience."

Represented by Edward Petry Co., Inc.

KFOR

"Nebraska's Capital City Station"

LINCOLN Nebraska

Gordon Gray, General Mgr.
Melvin Drake, Station Mgr.

Blue and Mutual Networks

# Feature of the Week

*(l to r) Walker, Daugomal, Apekaum, Botone, Sullivan, White Fox and Kaulity.*

FIRST stop for White Fox, aged Kiowa Indian, when he came to Oklahoma City for the first time in his life was the WKY studios.

Through an interpreter White Fox, who doesn't know exactly how old he is, explained that he wanted to see the "ah-tay". That is Kiowa for "spirit message" and the word the tribe uses for radio.

Several years ago some of White Fox's grandchildren—four are in the armed services—started him in the habit of listening to the station. He has become a fan, although he doesn't speak or understand a word of English. His favorite entertainers are Wiley Walker and Gene Sullivan, western singers, who were timing a show when White Fox came in. They were introduced to him.

The full-blooded Kiowa was greatly impressed with WKY's new $250,000, 915-foot tower which sends the "ah-tay" into the air. He commented that it was higher than Indian smoke signals ever went, but had little else to say, taking the station tour with the silent, calm dignity which is characteristic of Indians seeing strange sights for the first time.

Accompanying the aged Indian on the trip were other Kiowa delegates who came the long hour's drive to the state capital to confer with Senator Elmer Thomas on tribal affairs. Other members of the group were James Daugomal, David Apekaum, Fred Botone and Henry Kaulity.

# Sellers of Sales

HARRIETT M. BELILLE, timebuyer at the Compton Adv. Agency, New York, is a very businesslike young woman with plenty of solid advertising experience handling many and varied types of accounts.

A native of Chicago and a graduate of the St. Francis Academy and Business College, Miss BeLille started her career as manager of a small Chicago dress shop. Soon after that, she went with the Charles Daniel Frey agency in Chicago where, for six years, she handled Crane Co., Household Finance and Karpen Furniture accounts.

With that background, Miss BeLille moved to another Chicago agency, Reincke - Ellis - Younggreen - Finn, agency for Glenmore Whiskey, for a short time. Next she joined the Chicago office of McCann-Erickson as media supervisor.

For five years with McCann-Erickson she handled advertising for Standard Oil, Pillsbury Mills, Ford dealers (both branch and joint fund), and Maytag.

HARRIETT

Miss BeLille came to New York with Newell-Emmett in the fall of 1942. For six months with that agency she was in charge of the Pepsi-Cola cooperative account. On March 1, '43, she joined Compton as a time-buyer.

Miss BeLille now buys night time chainbreaks for Goodyear shoe products division in 55 markets; *Right to Happiness* on NBC and Trans-Canada; *Life Can Be Beautiful*, CBS; Jack Kirkwood, CBS; *Road of Life*, Trans-Canada; *Metropole*, Quebec Regional Network; trailer on the Rudy Vallee program on CBC, and a series of spot programs in Toronto, Winnipeg and Vancouver, for Ivory Soap. Presently inactive but potential radio advertisers on her list are New York Life and Kelly-Springfield.

Now a resident of Manhattan, Miss BeLille misses horseback riding, her favorite sport, but makes up for the loss by attending concerts and the opera, as well as catching up on her reading, another favorite pastime.

IN PENNSYLVANIA THE

TRI-PENN MARKET

WGAL LANCASTER

WKBO HARRISBURG

WORK YORK

produces sales for you

● The Tri-Penn primary area is a rich region in the heart of Pennsylvania—which is not covered by any other station.

Write main office—8 West King St., Lancaster, Penna., or

Sales Representative

RAYMER

NBC-MUTUAL

# *A Community* with 14,400 Grocery Stores*

. . . In your imagination just picture a single Community with 14,400 grocery stores . . . where even in these days of rationing the cash registers ring up over $324,171,000 in just one year . . . where 14,400 grocers under wartime restrictions are undertaking the tremendous job of keeping their patrons well fed.

That's the story of the grocery business in the WGY COMMUNITY*—that section of central and eastern New York and western New England served by WGY.

And WGY is the ONLY medium you can use to combine this valuable market into ONE coverage area.

*WGY's primary and secondary areas contain 18 cities of over 25,000 population, 39 cities of over 10,000 population and 40 incorporated towns and villages of over 5000 population

GENERAL ELECTRIC

WGY-231

**WGY** 50,000 watts—23 years of service—NBC

SCHENECTADY, N. Y.

REPRESENTED NATIONALLY BY NBC SPOT SALES

# *Where showmanship*

A candid camera might record a *slightly* different picture of what's going on in our studios these days, but the artist's brush has caught Mutual's busy new program progress with remarkable realism.

Eleven new shows premiered within a couple of fortnights. Drama, romance, mystery, music. Originals by Oboler. Lone males in the argumentative toils of

# ...means business

lovely ladies. Murder solved by listeners in every Mutual market. An amazing half-hour, five afternoons a week, that grants a woman's every wish for the next 24 hours of her life. And four-star reserves waiting in the wings.

Novel? Exciting? Sure—but the one word for Mutual's new programming technique is *showmanship*. Showmanship without the checkered vest and the nickel segar. Serious-minded showmanship that deliberately means *business*.

The man directly in charge of all this is Phillips Carlin. We could start seventeen paragraphs with the words: "A man who..." But why? To all of you who agree with us that radio is show business, the significant fact is that Phil is our man. V-P in charge of Programs, he's busy lining up the right showmen and the right shows, putting into action the plans we have drawn up.

**CATCH THESE NEW MUTUAL SHOWS AND HEAR WHAT WE MEAN**

ARCH OBOLER'S PLAYS—*by the master of radio drama*
CALLING ALL DETECTIVES—*a criminologist in every home*
QUEEN FOR A DAY—*every day a new Cinderella*
BETWEEN US GIRLS—*one man versus the "weaker" sex*

*(Executives who'd like to hear these and other new MBS programs at any given hour will be promptly provided with recordings on request.)*

We've made a start, and there's more in store. Even with all the veteran experience behind this move, we're likely to come up with a turkey at times, too. When that happens, off with its head and on with another *right* show. Because to us, showmanship means business. It can also mean business to *you* . . .

## Mutual Broadcasting System

WHERE SHOWMANSHIP MEANS BUSINESS

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS SERVICE

Two years, Temple University
Three years, Dickinson School of Law
Seven years, Law Practice
Two years, Partner, Lawrence & Mitchell, Public Relations
Free & Peters (New York Office) since May 1, 1944

## Look who's here now—

# FRED W. MITCHELL!

Take a *good* man with successful experience as a lawyer, add a considerable background of public relations work, mix well with creative imagination, intense energy and deep personal integrity, then serve hot! That's a recipe for an effective F&P Colonel, as tested and proved in the person of Fred W. Mitchell. Fred joined our New York office over a year ago, and today he's very much a Specialty of the House!

All in all, we're pretty proud of our ability to pluck *good men* from other industries and businesses. Among our Colonels we number successful men from the petroleum industry, mail-order houses, newspapers, advertising agencies, financial institutions, publishing organizations and many others. The result is more than an organization of individual winners—it's a great *team* whose combined experience goes right across the board of American enterprise.

Possibly that's why we've made such strides during these past thirteen years since first we hung out our shingle. Certainly it's the way we *like* to progress, here in this group of pioneer radio-station representatives.

**EXCLUSIVE REPRESENTATIVES:**

| | |
|---|---|
| WGR-WKBW | BUFFALO |
| WCKY | CINCINNATI |
| KDAL | DULUTH |
| WDAY | FARGO |
| WISH | INDIANAPOLIS |
| WJEF-WKZO | GRAND RAPIDS-KALAMAZOO |
| KMBC | KANSAS CITY |
| WAVE | LOUISVILLE |
| WTCN | MINNEAPOLIS-ST. PAUL |
| KSD | ST. LOUIS |
| WMBD | PEORIA |
| WFBL | SYRACUSE |
| **. . . IOWA . . .** | |
| WHO | DES MOINES |
| WOC | DAVENPORT |
| KMA | SHENANDOAH |
| **. . . SOUTHEAST . . .** | |
| WCBM | BALTIMORE |
| WCSC | CHARLESTON |
| WIS | COLUMBIA |
| WPTF | RALEIGH |
| WDBJ | ROANOKE |
| **. . . SOUTHWEST . . .** | |
| KOB | ALBUQUERQUE |
| KEEW | BROWNSVILLE |
| KRIS | CORPUS CHRISTI |
| KXYZ | HOUSTON |
| KOMA | OKLAHOMA CITY |
| KTUL | TULSA |
| **. . . PACIFIC COAST . . .** | |
| KOIN | PORTLAND |
| KIRO | SEATTLE |

and WRIGHT-SONOVOX, Inc.

# FREE & PETERS, INC.

*Pioneer Radio Station Representatives*

*Since May, 1932*

CHICAGO: *180 N. Michigan* Franklin 6373 | NEW YORK: *444 Madison Ave.* Plaza 5-4130 | DETROIT: *645 Griswold St.* Cadillac 1880 | SAN FRANCISCO: *111 Sutter* Sutter 4353 | HOLLYWOOD: *6331 Hollywood* Hollywood 2151 | ATLANTA: *322 Palmer Bldg.* Main 5667

BROADCASTING and BROADCAST ADVERTISING

VOL. 28, No. 24 WASHINGTON, D. C., JUNE 4, 1945 $5.00 A YEAR—15c A COPY

# P&G, Biggest Air User, Doubles Sales

## For First Time Facts Are Unveiled on $11,000,000 Annual Time Budget

By BILL BAILEY

RADIO'S biggest customer, Procter & Gamble Co., Cincinnati, spends $11,000,000 a year for time alone. Expenditures for talent probably run another $11,000,000.

This was learned in an exclusive interview with William M. Ramsey, Procter & Gamble's well-known director of radio who, for the first time, told the story of the soap manufacturer's rise to national leadership through broadcast advertising.

Latest figures show that in 1944 P&G spent $11,014,000 for time alone. That was divided as follows: NBC $5,280,000; CBS $3,942,000; Blue $1,042,000; spot $750,000.

### Gross Doubled

During 1940—the last peacetime year—Procter & Gamble invested $10,999,416 in network time. Spot and talent figures for that year were not available, although a schedule of P&G programs indicated both were substantial. Network expenditures five years ago included $8,759,452 for NBC (embracing the Red and Blue) and $2,239,964 for CBS, according to BROADCASTING *Yearbook*.

In the 10-year period 1934-44—the years of the company's greatest expansion in radio—gross sales more than doubled, rising from $116,593,142 to $311,496,273, according to Mr. Ramsey.

"This dramatic rise cannot, of course, be attributed entirely to radio," he explained. "New products, advertising in other media and economic conditions contributed a substantial share. But it is unmistakable that radio as a major selling medium has proved itself through the experience of Procter & Gamble."

### Careful Planning

Mr. Ramsey will tell you that P&G's success as an advertiser and merchandiser is due to several factors. Each campaign is carefully planned and executed with split-second precision and timing. All media are dovetailed into one big pattern which spells "consumer demand".

P&G's phenomenal rise to the position of the nation's top time-buyer dates back to 1923 when commercial broadcasting was almost unheard of. Ever alert for new avenues of advertising, P&G bought a period on WEAF New York and the *Crisco Cooking Talks* went on the air.

**WORKING EXECUTIVE** is William M. Ramsey (l), Procter & Gamble radio director who takes personal interest in P&G productions. Conferring with their sponsor boss are (l to r): Sandra Michael, who authored *Woman in White;* Betty Winkler and Roy Larkin, stars of the network show which sold Camay soap.

Pioneer advertisers who had the foresight to test this new medium were looked upon as starry-eyed dreamers. Most everyone "knew" radio was but a "passing fancy". P&G saw in broadcasting, however, a future medium of mass communication—a new means of reaching millions of potential consumers. 'Midst a doubting business world, the Cincinnati firm laid the foundation of what has become radio's most comprehensive schedule of broadcast advertising carried by a single sponsor.

Turning deaf ears to pleadings of "experts" that radio would be a "waste of money", Procter & Gamble gave it a whirl with *Crisco Cooking Talks*. Fan mail was the only means in those days of measuring audiences. The Government had not regulated frequencies. Numbered dials on receiving sets just hadn't been born.

Nevertheless WEAF broadcast the *Crisco Cooking Talks* at regular times, under sponsorship of Procter & Gamble. Fan mail began coming in. Some of it had to do with recipes; some women sent their own favorite recipes in. But a large part simply bore the phrase: "Program coming in fine."

To the broadcaster that type of fan mail meant potential new listeners. It indicated his signal was reaching out. To Proctor & Gamble it meant a new avenue through which to present a sales message to potential customers.

P&G's first network venture came in June 1925 when the firm sponsored Ida Bailey Allen for Crisco on the then NBC-Red network. Through the series she became famous as one of the country's foremost home economists. Ida Bailey Allen's *Cook Book* today is in millions of typical American homes. In May 1930 Procter & Gamble Co. branched out with its third program and the firm's first attempt to sell soap via broadcast advertising. The program was *Ruth Turner's Washing Talks*, a local test.

So successful was the venture that in November 1930 Procter & Gamble introduced the five-a-week series on a network, with a morning strip on the Red under the title, *Mrs. Blake's Column*. The following programs were broadcast in rotation: *Emily Post Talks, Sisters of the Skillet, Curtis Burnley, Mrs. Reilly*. Then followed a series of diversified programs including *George, the Lava Soap Man, Sisters of the Skillet, Helen Chase's Beauty Forum, Stoopnagle & Bud*, and the B. A. Rolfe orchestra, all network presentations.

### Something New

By late 1932 P&G cast about for something new in radio entertainment. In December that year the daytime five-weekly dramatic serial was born on WLW Cincinnati when the *Puddle Family* became radio characters. The test continued for a year. Based on a comic strip, the *Puddle Family* was appealing to the eye, but as a radio show it fell short.

Fan mail—still a potent factor in broadcasting—indicated that the people wanted drama. However they craved something more human than the *Puddle Family* characters who, after all, were lifted from the comic page. Procter & Gamble consulted one of its agencies—Blackett-Sample-Hummert, Chicago.

Lawrence D. Milligan, Oxydol account executive came up with an idea. He thought a script built around the experiences of a woman like his mother—a kindly, sympathetic woman—might be just the

(*Continued on page 28*)

**LONG RECOGNIZED as radio's No. 1 client, Procter & Gamble Co., Cincinnati, has learned the value of broadcast advertising. Through its radio department, headed by William M. Ramsey, P&G conducts extensive research, arrives at its own methods of measuring audiences and employs a forceful formula that sells P&G products. BROADCASTING sent Bill Bailey to Cincinnati to learn the details of P&G's phenomenal success. Herewith is the first installment of the P&G story as learned in an exclusive interview with Mr. Ramsey.**

# TBA, FMBI Demand Quick Allocation

## Join in Requesting No. 1 Channel Adoption; RTPB to Act

*Texts of TBA and FMBI requests on page 67*

PRESENTING a united front for the first time since allocations hearings began last September, the Television Broadcasters Assn. and FM Broadcasters Inc. last week filed simultaneous requests with the FCC that the band 44-108 mc be allocated immediately and that alternate allocation No. 1 be adopted [BROADCASTING, May 21, 28].

At the same time Arthur Freed, vice-president and general manager of Freed Radio Corp., New York, manufacturer, declared in a strong denunciation of the FCC's delay in allocating FM, that widespread unemployment will result unless Commission allocates FM immediately.

In surprise announcements Thursday, W. A. Roberts, general counsel for TBA, and Philip G. Loucks, FMBI general counsel, disclosed that their respective boards of directors had unanimously adopted resolutions urging the Commission to allocate FM and television immediately in the No. 1 alternative.

### RTPB Action Expected

Dr. W. R. G. Baker, chairman of the Radio Technical Planning Board, has called a meeting of chairmen and vice-chairmen of Panels 2 (allocations), 5 (FM), 6 (television) and 7 (facsimile) in New York Tuesday, June 5, to consider similar action.

Signed by J. R. Poppele of WOR New York, president, the TBA resolution said cutbacks in use of personnel, plants and materials in the electronics industry "are now taking place and will become more rapid". Several months of design and production engineering will be required after the definite allocation before civilian production in quantity can use such released labor, according to TBA.

From the technical viewpoint TBA said "design and wasteful interference with other services make the second alternative undesirable". The first alternative is "preferred because of its long-range superiority for television considering all factors".

The FMBI position corroborated the stand of TBA and adopted the reasons set forth by the TBA for allocating alternative No. 1 immediately. FMBI recommended, however, that the FCC set aside a 4 mc band, 46-50 mc, for interim operations of present transmitters pending the transition to the new frequencies. FM currently is allocated at 42-50 mc.

Under alternative No. 1 as proposed by the FCC amateurs would be given 44-48 mc, facsimile 48-50, FM 50-68 and television 68-74, 78-108 mc.

"If considered merely from the practical, economic viewpoint, such procrastination is dangerous and unwise," said Mr. Freed, "and tends to add to the uncertainty facing radio manufacturers of war materials who are anxiously awaiting the reconversion signal. These manufacturers employ many thousands of workers who look to them for a measure of security in the transition period between war and civilian production."

Mr. Freed declared that delays now will "deter engineering and design of postwar sets for dozens of manufacturers," and bring about "widespread unemployment." Despite the WPB's promise to give the FCC 90 days notice if production authorization plans are changed, it is possible, said Mr. Freed, that war requirements of communications equipment may fall far below the immediate needs of the military, "thus compelling WPB to give the go-ahead signal in advance of any prior notification to the FCC".

The manufacturer also pointed out that hundreds of FM applications have been filed with the FCC and that after FM is allocated, the applications must be refiled, specifying new frequencies, and then processed by the Commission.

Meantime the FCC engineering department and industry engineers are going ahead with propagation tests. Reports are that Sporadic E already has been evident, although it was pointed out that tests of two or three months actually will add little data to that now in the hands of the Commission.

## *'Broadcasting' Staff Changes Include King as M.E.; Beatty Associate Editor*

TWO NEW staff appointments and two reassignments are announced by Sol Taishoff, editor and publisher of BROADCASTING.

J. Frank Beatty, for the past decade managing editor at Washington headquarters, has been named an associate editor, with Art King, newspaper editor and for the past year an executive assistant in the press division of the U. S. Office of Censorship, appointed managing editor in Washington.

Coincident with the transfer to New York of Florence Small, for the past year in charge of the Chicago bureau, Frank A. Browne, formerly publicity and promotion manager of WJNO West Palm Beach, Fla., has been designated Chicago correspondent.

Mr. King, who will report to Robert K. Richards, editorial director, for eight years was managing editor of the *Winston-Salem Sentinel & Journal* prior to his Washington war service with the Office of Censorship. Mr. Beatty, in relinquishing his managing editor's functions, will take over special editorial assignments at Washington headquarters and in the field. Bill Bailey continues as an associate editor in Washington.

Miss Small has joined the New York editorial staff under Bruce Robertson, New York editor. Helen House, for three years on the New York editorial staff, has resigned to rejoin her family in Pittsburgh.

Mr. Browne, who has taken over the Chicago office, has worked as a newspaper reporter but for the past seven years has been writer, announcer and program director of several stations. He was formerly publicity director of WJZ New York.

Drawn for BROADCASTING by Sid Hix

*"I'd Like to Buy 2½ Yards of That Radio Spectrum That's Being Allocated!"*

WFIL Philadelphia President Roger W. Clipp (r), just elected president of the Poor Richard Club, oldest advertising club in America, is congratulated by his predecessor Graham Patterson, publisher of the *Farm Journal*. Mr. Clipp is the first broadcaster ever honored with election to the presidency of the famed Philadelphia organization.

## McCormick on 38

McCORMICK & Co., Baltimore, is conducting its seasonal campaign for Bee Brand insecticide on 38 stations using one-minute transcribed announcements, and chain-breaks from five to ten times weekly. Station list follows: WAYS WHKY WPTF WSTP WTMA WIS WSB WGST WMAZ WTOC WDOD WNOX WLAC WSGN WSFA WMBR WFOY WALA WWL KFPW KLRA WKY WMC KVSO KRBC KFDA KGKO KFYO KRRV KGKB WACO KWFT KNOW KFDM KEEW KRIC KXYZ KABC. Agency is Jones & Brakeley, New York.

## Hudson Newscasts

HUDSON PULP & PAPER Corp., New York, major user of spot radio for its paper napkins, is changing from five spot announcements a week to three newscasts weekly on WBZ Boston, as a result of the recent survey on newscasts [BROADCASTING, April 23] conducted by Duane Jones Co., Hudson agency. For the coming year Hudson will sponsor newscasts by Marvin Behrens on WBZ Monday, Wednesday and Friday, 12:15-12:25 p.m. Similar changes to news may be made in other territories, depending on sales results from WBZ.

## Cal Recordings

CAL CONCENTRATE Co., Chicago (Cal-Cola), is distributing recordings of 15-second announcements, featuring the Dinning Sisters, to local bottlers to be placed on stations in their areas. This marks the entry of the manufacturers of Cal-Cola into the radio field. Production of spots was handled by Atlas Adv. Agency, Chicago.

# WPB Eases Antenna and Building Controls

## Tube Manufacture For Civilians May Be Doubled

By JACK LEVY

FIRST relaxations affecting station improvements and new station construction were announced last week by the War Production Board, which (1) removed all restrictions on production of transmitter antennas and (2) allowed construction or alterations costing up to $1,000 to be undertaken without WPB authorization. The previous limitation was $200.

Simultaneously, the Radio & Radar Division disclosed that consideration is being given plans to authorize production of 4,000,000 receiving tubes a month for civilian purposes and that a proposal to channel the output into the replacement market rather than into new sets will be taken up at an early meeting of the Receiving Tube Industry Advisory Committee. The Division estimated 60,000,000 tubes will be required the first year to meet replacement demands and restore satisfactory stock margins in distribution channels.

### Steel Available

WPB's action in removing controls on towers resulted from cutbacks in heavy military equipment which released substantial quantities of steel. Although not strictly an electronics item, the availability of towers will permit many stations to initiate major improvements and may enable some FCC applicants to obtain conditional construction permits for new stations. WPB recently authorized John E. Lingo & Son Inc., Camden, N. J., to produce a limited number of towers for distribution to broadcasters without priorities [BROADCASTING, May 7]. As a result of the relaxation, the company is freed of its announced restrictions but until more material is available will manufacture radiators up to 250 ft. only.

Along with antennas, the Board removed controls on blank recording discs and spring motor (hand operated) accoustic phonographs. It was explained that all three items do not make use of electronic components and are not produced generally on facilities now used for production of radio and radar equipment.

Cabinets were also released from restrictions but remain subject to the provisions of Furniture Order L-26A. The Division pointed out, however, that the placing of a radio chassis in a cabinet still comes within the jurisdiction of the general limitation order L-265 governing electronic equipment as this is considered a step in production and must continue restricted.

### Amount Raised

The Board's action with respect to construction was formulated by the Construction Bureau in an amendment to Limitation Order L-41 which requires specific authorization on all projects costing more than $200. By raising the amount to $1,000, the amendment is likely to expedite construction of a few stations which have received FCC conditional permits but have been denied WPB authorization. Several stations had proceeded with construction under the old $200 exemption after being turned down by WPB.

A clarification of the amendment, issued by the Radio & Radar Division, points out that WPB basic policies governing station construction remain unchanged and that authorization will be considered only for new stations in areas not receiving primary service under FCC standards and when the applicant can prove possession of necessary equipment.

With regard to increased tube production, the Division explained that the proposal to authorize 4,000,000 tubes monthly would be to maintain full use of productive facilities but that there is no assurance this output can be attained during the present transition period "because of the changing demands of the military."

### Demand for Sets

WPB pointed out that it would require an average of 1½ tubes per set to put home receivers now inoperative back into service. The first 1,000,000 tubes to become available, if channeled into replacements, would restore 666,666 sets to operation while the same tubes would equip only 200,000 new 5-tube sets. WPB estimated that about 9% (approximately 3,000,000) of radio homes are without receiving facilities because of the shortage of replacement tubes. A recent survey by the Office of Civilian Requirements showed an immediate demand for more than 5,000,000 new receivers.

At a recent meeting of the Tube Advisory Committee, WPB said, Army representatives revealed that some cancellations of direct Army orders for receiving tubes are now coming through and that an excess of materials in depots may possibly be discovered through re-examination of stockpiles. Total standard receiving type tube production during the first three months of 1945 averaged 12,000,000 and was estimated at 13,000,000 for April.

### Civilian Needs

Out of the overall tube output during 1943 and 1944, an average of about 1,500,000 tubes monthly has been produced for civilian needs, the volume increasing to about 1,800,000 during the first quarter of 1945. This compares with the total production (practically all civilian type) during 1941 of 135,000,000, or more than 11,000,000 a month.

In connection with demands for tubes for new set production, the Division pointed out that in 1941 about 95,000,000 tubes (four times the current rate for civilian supply) went into new receivers which reached the record figure of about 12,500,000 sets that year. Of the remaining 40,000,000 tubes, 33,000,000 were for domestic replacement and 7,000,000 for export.

Although the current rate of 13,000,000 tubes a month does not appear to be a very large increase over the 11,000,000 tubes a month before the war, considering the huge expansion of facilities in the electronics industry, the Division explained that a large portion of the tubes produced for the military are intricate types and are more difficult to turn out. If the present capacity were devoted solely to civilian type tubes, it was estimated, approximately 18,000,000 tubes a month could be produced.

The Division's explanation of

(*Continued on page 66*)

## Coal Co. Renews

DELAWARE, Lackawanna & Western Coal Co., New York, sponsor of *The Shadow* since 1937, has signed a contract for continued sponsorship through 1950. Company resumes seasonal sponsorship Sept. 9 on Mutual 5-5:30 p.m. for Blue Coal on 27 stations in the New England and Mid-Atlantic Area. Agency is Ruthrauff & Ryan, New York. In its 15th year on the air this fall, *The Shadow*, a Charles Michelson production, will be sponsored on the largest hook-up in its history—a total of 234 stations for DL&W, Carey Salt Co. and Grove Labs.

# Time for Decision—*An Editorial*

AMERICAN radio is at the cross-roads.

The most important decision in radio history is about to be made. Allocations for the new broadcast services—FM and television—are just ahead, if not overdue. Radio's last frontier is to be staked off.

The decision does not rest with any established television or FM group. It is not a decision for Congress or for the executive branch. Equipment manufacturers have no responsibility reposing upon them.

The responsibility rests with the FCC and with it alone. Congress delegated to the Commission the function of devising allocations. There is no doubt about that. The Commission has the scientific and technical evidence. It can't divide that responsibility.

The Commission now has come forward with three alternative plans of allocation for FM and 6-mc television. It proposes three months of engineering tests. All that comes late. The Commission has available to it classified data of the military services collated during more than three years of war. Can three months of experimentation, however intensive, produce anything more conclusive than the information now at hand?

Reconversion is upon us. Despite talk of war requirements in the electronics field auguring against any prompt resumption of civilian radio manufacture, cutbacks in other critical lines are coming thick and fast. They *can* come rapidly in radio, particularly if the Nip enemy suddenly sues for peace.

The FCC *must* forget people who have axes to grind, whatever their financial stake. The man that counts is the listener and the future looker. Many recall the Hoover Conference days in the early 20's when the standard broadcast band was established. The mistakes made then have never been corrected and can't be. The frequencies below 550 kc were and are best adapted for standard broadcasting by virtue of strong ground wave. Stations superimposed upon stations on the same frequency by use of directionals have distorted the coverage patterns.

The same mistake should not be made in television and FM. It's up to the FCC to see to that. The Commission should lock itself in its meeting room with all of the voluminous evidence. But it should come out of that meeting with the answer—final and conclusive—whether it's upstairs or downstairs.

The time to do it is now. Radio must not be left at the post because the Government authority charged with the decision failed to make it in time.

History will hold the FCC responsible.

# Stations Attack FCC Program Study

## Sustaining - Commercial Evaluations Held To Be Unfair

SEVERAL broadcasters whose station operations, with emphasis on programming, have been questioned in the last two months by the FCC have served notice that they don't intend to accept the Commission's evaluation of their commercial-vs-sustaining time.

In the first group of replies to letters sent out by the Commission in mid-April [BROADCASTING, April 16, April 23], a dozen broadcasters contended that:

(1) No station can operate "in the public interest" on a rigid format for commercial and sustaining programs.

(2) Because a program is sponsored doesn't mean it no longer is a "public service" feature.

(3) Estimates of proposed commercial and sustaining time to be carried as made at last previous license renewal periods were based on commercial and sustaining volume at that time.

**Beyond Authority**

(4) While the FCC has criticized some stations for "too much commercial" and not enough "public service programs", those same stations have scores of commendations from various other Government agencies, chiefly the OWI, Treasury, War and Navy Depts.

(5) In many instances the FCC wrongfully accused some stations of carrying too many commercial programs, inasmuch as most of the Commission's analyses were made in specific weeks and did not reflect the overall year-round operation.

In nearly every instance the licensees indicated they were operating in the "public interest, convenience and necessity". They made it plain that they felt the Commission was going beyond its scope of authority by inquiring into program content, as some of the Commission's letters specified.

The Commission was specific in some instances by pointing out that its analysts found the percentage of commercial programs carried by the respective stations was more than the renewal applications had estimated back in 1941 and the FCC wanted to know "how come?" In other cases the FCC informed broadcasters they were carrying only a few "public service" announcements whereas their schedules showed far more commercial spot announcements.

Apparently the FCC used station logs submitted with applications for renewals and singled out specific weeks. In most instances the logs showed programs either were commercial or sustaining. Many stations failed to log Government announcements because they were included in commercial or sustaining programs which had large audiences.

One of the outstanding discrepancies was reported by KFBC Cheyenne, Wyo. The Commission had analyzed the station's program log for the week ending Jan. 18, 1945, and concluded that KFBC was 78% commercial and only 22% sustaining, whereas in 1937 the station had estimated its commercial programs would total 17.23% and its sustaining features 82.77%.

William C. Grove, treasurer of the Frontier Broadcasting Co., licensee of KFBC, wrote a detailed letter in which he pointed out that KFBC is a Blue "bonus" station and that it derives no revenue from network programs except through special arrangement. Figures analyzed by Mr. Grove for the same week in January show the station's total commercial time as 46 4/6% and sustaining at 53 2/6%.

Total revenue from network commercials was $1,186.50 in 1944 and $708 in 1943, Mr. Grove informed the Commission. That was from special commercial programs rebroadcast by KFBC.

**Program Content Questioned**

The FCC also found that KFBC had broadcast only 12 sustaining spot announcements in the "public interest" and 592 commercial spot announcements. To that argument Mr. Grove replied that of 120 total hours broadcast during that particular week, KFBC had devoted 23.5 hours or 19.5% of its time to announcements or programs "which should be classified as completely in the public service".

The FCC said KFBC's "program content" had not been "adequately in the public interest". To that allegation Mr. Grove replied:

"Licensee believes under the policy of the Communications Act as to program material expressed by the Commission to the California State Assembly of recent date [BROADCASTING, May 7], the Commission recognizes the impossibility accurately of forecasting for any

(*Continued on page 64*)

# Nationwide Network Facilities Are Projected by Associated

ASSOCIATED BROADCASTING Corp., headquartered at Grand Rapids, Mich., has placed an order with AT&T for permanent transcontinental facilities and proposes to begin fulltime operation Sept. 16, according to Leonard Versluis, president. Mr. Versluis is the owner of WLAV Grand Rapids, at which headquarters of the combined transcribed and wire operations are maintained.

Responding to an inquiry from BROADCASTING, Mr. Versluis confirmed placement of the AT&T order for permanent Class A facilities. He said it would be premature to announce the station lineup, rates and corporate structure.

Top personnel, in addition to himself, includes Roy C. Kelly, executive vice-president; Richard F. Connor, vice-president in charge of operations; Clayton W. Kuning, vice-president & general manager; William G. Henderson, vice-president & director of station relations, and Van C. Newkirk, vice-president in charge of West Coast operations.

Mr. Versluis said other network plans will be announced when perfected. Last year, when Associated broadened its commercial base beyond the religious field, Mr. Versluis declared the plan was to go into fullscale live network operation with emphasis on secondary markets.

**RECEIVING LINE** for recent Detroit reception honoring Will C. Grant and associates of Grant Adv., is composed of (l to r) Edward R. Grace, Detroit vice-president; Will C. Grant, president; Ken Beirn, New York vice-president in charge; P. Wesley Combs, vice-president, New York; Armando, New York creative consultant, and Dave Echols, executive vice-president, international division. Some 300 businessmen and members of the Michigan area advertising profession attended.

GROVE LABS., St. Louis, has named Olian Adv. Co., St. Louis, as agency for Videx pain reliever to prepare tests. Day spots have been placed on WMBR WPDQ WJAX WROL WBIR WNOX.

## *U. S. STEEL PLANS FALL DRAMA SERIES*

UNITED STATES STEEL Corp., New York, will make its debut as a network sponsor Sept. 9, when it starts *Theater Guild on The Air* on the Blue, to be broadcast Sunday, 10-11 p.m. Series will consist of radio adaptations of popular theatrical productions, with the stars who created the roles on the stage appearing in the radio versions when possible.

Steel company first began negotiations with Theater Guild last August for the series, but lack of suitable time blocked progress at that time. Decision of American Meat Institute not to continue its sponsorship of *Life of Riley*, currently on the Blue, Sundays, 10-10:30 p.m., opened the time for the new program. BBDO, New York, is the agency on the U. S. Steel account.

## Gen. Arnold Is Honored By Radio News Analysts

GEN. H. H. ARNOLD, Commanding General, Army Air Forces, was guest of honor at an off-the-record luncheon of the Assn. of Radio News Analysts at the Hotel Statler, Washington, last Thursday. John W. Vandercook, NBC, past president, acting for President Lowell Thomas, now abroad, thanked Gen. Arnold for transportation and courtesies afforded radio commentators covering the war. Col. William Westlake, assistant to the director, Bureau of Public Relations, AAF, also was a guest.

Among ARNA members attending were, in addition to Mr. Vandercook: Quincy Howe, Johannes Steel, Maj. George Fielding Eliot, Cesar Searchinger, Bernard Hershey, William L. Shirer and Max Hill, all of New York; Bill Henry, H. R. Baukhage, William Hillman, Washington.

## Two Articles on Radio In 'Fortune' June Issue

COMDR. EUGENE F. McDONALD Jr., president of Zenith Radio Corp., Chicago, is subject of a biographical sketch in the June issue of *Fortune* magazine. Titled "Commander McDonald of Zenith", story states that "he has combined business with pleasure to the greater glory of both."

In same issue is an article titled "Philips of Eindhoven", telling why the worldwide radio and electrical manufacturing concern thinks it can beat American firms in the contest for the postwar markets.

## Sadler Liberated

LT. GEORGE W. SADLER, WRVA Richmond announcer on leave with the Army Air Forces, has been liberated from a German prison camp and cabled that he has not been a victim of atrocities. A captive since early December, Lt. Sadler expects to return from Paris shortly for a 60-day leave.

ANOTHER REASON WHY
IOWA PREFERS WHO

# WHO means to keep this trust!

This is the story of a touching episode that happened here recently. It sounds "too good to be true"—but it *IS* true. We thought you'd be interested.

WHO's War Bond sales by mail were booming.

Each week the impressive total advanced. One million dollars . . . two . . . three . . . nearly six!

No one followed the campaign with more interest than did a little widowed mother of four children, living in a small Iowa town. She wanted desperately to "Buy Bonds", too, but lack of money prevented.

Never had she felt her poverty so keenly.

And then—sudden wealth! Unexpected settlement of an old estate brought her a bank draft of almost $11,000. . . . The little widow thought of all the things she needed—of all the things her children needed. *Then she mailed the endorsed check to WHO, asking us to Buy Bonds for her.*

We telephoned to ask her about certain details of alternate beneficiaries, etc. "I know nothing about business," she said. "You handle it for me. Whatever you do will be all right. I listen to WHO every day, and I know I can trust you to do what's best."

Yes, it made us proud. We think it ought to make you advertisers proud, too. Because it's your confidence in us that enables us to operate the kind of station that Iowa people trust.

**WHO *for* Iowa PLUS**

Des Moines . . . 50,000 Watts

B. J. Palmer, *President* J. O. Maland, *Manager*

FREE & PETERS, Inc., *National Representatives*

# Radio Censorship Danger Scored

## *Management Warned Own Action Will Cause Control*

By COURTLAND D. FERGUSON
President, Courtland D. Ferguson Inc.

**THE WRITER, head of the agency bearing his name, has a complaint. He has worked on stations. He's been in the agency end in Washington, Baltimore and Richmond for 13 years. He has specialized in radio. Among his current radio accounts: Resinol Chemical Co., Baltimore; Virginia Conservation Commission; Smith-Douglass Co. (fertilizers), Norfolk; James G. Gill Co. (coffee), Norfolk; Schindler's Peanut Products, Baltimore; L. S. Briggs Inc. (meat products), Washington; Mann Co. (potato chips), Washington; Dethol (insecticide), Washington; High's Ice Cream Co. The editors present herewith his comments as those of an agency executive specializing in the use of radio who has a right to express his views.**

THE QUESTION . . . "Is radio in danger of government censorship?" The answer . . . "Yes." The question . . . "Will this censorship be brought about by government bureaucrats?" The answer . . . "No." The question . . . "Is it possible that government censorship could be brought about by radio management itself?" The answer . . . "Yes."

Mr. Ferguson

I am utterly opposed to government censorship of radio. I am afraid that radio management may bring it upon itself. That is the reason for this article.

As you decide the policies of radio stations and radio networks, you are powerful men. Today, you have the right to say what shall and what shall not go on the air. Today, you have the right to ban anything from the radio. Today, you are dictators over the facilities you control. Today, you have more business than you can handle; so you can refuse what you will. Today, you are radio and you hold in your hands the future destiny of this marvelous medium for disseminating public information and for influencing the economic life of this nation through radio advertising.

But what of tomorrow? Will the control rest with you or with some government bureau? If you become high-handed and arbitrary in your decisions it will be taken away from you. As time goes on, if hundreds of different radio stations have hundreds of different policies, the Government may move in and say, "We will tell you what to accept and what to refuse. We will tell you what can be said and how it must be said." If that happens, that will be the end of free radio in this country.

I would fight that with every force I could command.

What of today? To me, there are many straws in the wind which seem to indicate that this situation may develop in the radio industry. In many cases, continuity acceptance departments are becoming more brazen in their dictation to advertisers as to what shall be permitted on the air. They have ceased to be guided by decisions of the Federal Trade Commission or the Food and Drug Administration as to what is false and misleading. They have ceased to be guided by good taste. In some cases they must be pleased. Naturally, radio management backs up these departments, or they could not make their decisions stick.

I believe that advertising agencies and production people generally could cite dozens of cases where they have felt they have been subjected to high-handed and arbitrary decisions on the part of radio management and continuity acceptance departments. Just a few cases in point. One station says it will only accept certain type of program at a certain time of day. Another station says it will not accept transcriptions. Another says it will not accept singing jingles. Another says it will not accept proprietary accounts. Most of the leading stations say that all copy has to be cleared with their continuity acceptance departments which means it has to pass their censorship before it can run.

This happened to us. We placed a one-minute electrical transcription on a number of leading stations in the East. This transcription contained a message about the state of Virginia, placed for the Virginia Conservation Commission. It did not tell people to travel. It is a build-up for postwar vacation business. It was refused by one station on the basis that they were carrying sustaining ODT announcements telling people not to travel. However, there was no government policy or regulation against such advertising. All other media in that area carried such advertising for different states including the station's own state. However, the message of this state which is our client was banned from the facilities of this radio station because a continuity acceptance man decided it should not go on the air. To my mind, such decisions multiplied over a period of time can bring on government censorship of radio.

Gentlemen, you have the power to say what shall and shall not go on the air, If you become arbitrary and high-handed . . . if you become dictators of the airwaves . . . you will lose that power. If you become amateur bureaucrats, the professional bureaucrats will move in and take over. I hope I may never see that day in America.

# AFRS Station Credited With Selling 70% of SWPA Bonds

EFFECTIVENESS of Armed Forces Radio Service "commercials" has been demonstrated in an unofficial survey conducted by the Army. After a poll taken throughout the Southwest Pacific, results showed that in June 1944, WVTA Finschaffen was credited with the sale of 70% of all War Bonds sold in SWPA.

In a 30-day period in March of this year, WVFT Hollandia reduced pilferage 37% at the base. In September, 1944, WVTE Oro Bay was commended for reducing accidents in the area by 45% and WVTK Leyte was praised by the Surgeon General for a campaign which constantly lowered the casualty rate from Schistomosiasis (blood fluke disease). The Jungle Network, composed of all stations in the SWPA, was aclaimed for reducing the problem of souveniring among combat troops, by the Counter Intelligence Section.

AFRS feels this survey points out the potent power of the stations, both individually and collectively, as a network. They are examples of the ability of the stations to reach a vast number of GI's, and not only to entertain them, but also to accomplish results that have a high military value to operations against Japan.

# Hillman Selected For Truman's Trip

### Mutual Wins Network Drawing For San Francisco Speech

WILLIAM HILLMAN, Mutual Washington commentator, will represent the four major networks on President Truman's trip to the United Nations Conference on International Organization in San Francisco. Although the date is not definite, it likely will be sometime this week.

J. Leonard Reinsch, managing director of the James M. Cox stations (WHIO WSB WIOD), President Truman's radio adviser, also will accompany the President.

Although the three major news wire services—AP, INS and UP—were permitted to send their own respective correspondents, radio, the newsreels, still picture services and independent newspapers were allowed only token coverage, one representative for each group. Application of Transradio Press, the fourth news wire service, to send its own correspondent was rejected and TP must take coverage from the newspaper pool.

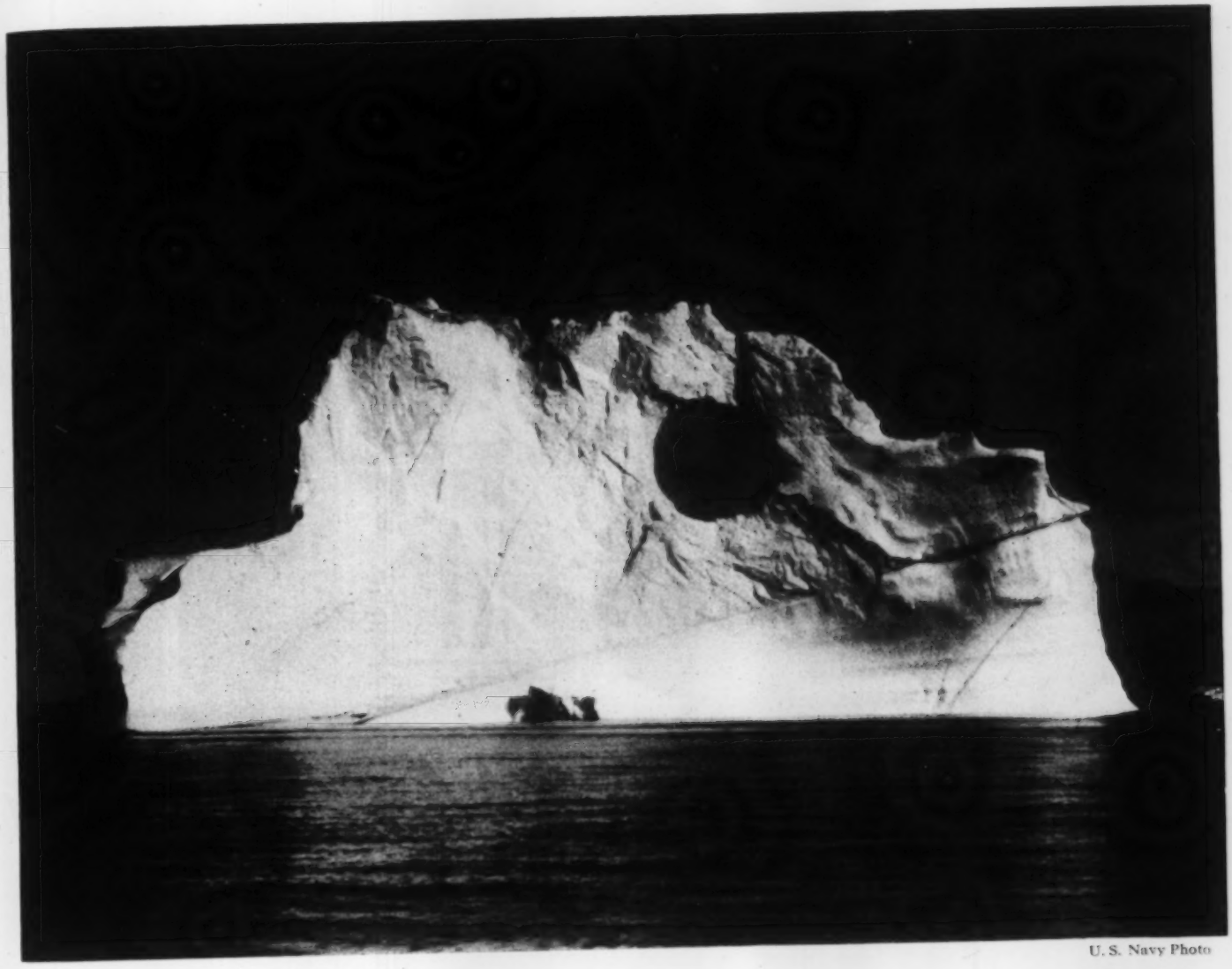
At a meeting in Washington NBC offices Thursday, Kenneth Berkeley, representing the Blue; William R. McAndrew, NBC; Earl Gammons, CBS, and Charter Heslep, MBS, drew straws to determine which of the networks would get the assignment. Mutual won and immediately designated Mr. Hillman to make the trip.

Plans are to do a four-network broadcast from San Francisco, shortly after the President arrives.

After the pooled broadcast the networks will be on their own. Mr. Hillman will accompany President Truman on the return trip to Washington. Two planes will be used, although seating had not been disclosed late last week. Joseph Fox, *Washington Evening Star*, president of the White House Correspondents Assn., was designated to handle the newspaper pool for eastern publications and Paul R. Leach of the *Chicago Daily News* will represent western papers.

## WFIL Scoop

NEWSPAPERS in Philadelphia were forced to go to WFIL recently for a major story which broke right in their own front yards. Acting on a private tip, the station learned of the return of Philadelphia representatives from the United Nations Conference in San Francisco, and was on hand with recording devices to get interviews at the railroad terminal. Other stations and newspapers in town missed the story entirely except for what the press picked up from the WFIL broadcast on an early evening news period.



U. S. Navy Photo

# . . . that's not all of it

You know the nature of the iceberg—only 1/12 is exposed.

And there's a big hint in that big iceberg, for radio advertisers.

There's a lot that's not seen when you buy radio time.

There's only one yardstick for smart, successful time buying . . . look deep for the three big facts about any station: (1) Coverage (2) Listeners (3) Cost of each listener.

That's when you get the whole picture. In Baltimore the independent radio station . . . W-I-T-H . . . delivers the largest number of listeners per dollar spent.

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

## Why Western Electric equipment leads the way!

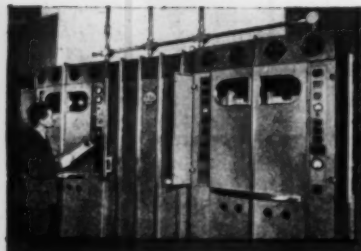
1. Western Electric products are designed by Bell Telephone Laboratories—world's largest organization devoted exclusively to research and development in all phases of electrical communication.

2. Since 1869, Western Electric has been the leading maker of communications apparatus. Today this company is the nation's largest producer of electronic and communications equipment.

3. The outstanding quality of Western Electric equipment is being proved daily on land, at sea, in the air, under every extreme of climate. No other company has supplied so much equipment of so many different kinds for military communications.

As you probably know, many of the electronic marvels of this war have been made possible by the successful harnessing of Super High Frequencies. The scientists at Bell Telephone Laboratories have taken a leading part in this work with MICROWAVES.

The devices they have designed have been built in vast quantities by Western Electric. In this work, Western Electric has added greatly to



AM • BROADCASTING • FM

MARINE RADIO

AVIATION RADIO

MOBILE RADIO

**Western Electric has specialized**

its fund of specialized knowledge and manufacturing techniques.

These wartime microwave developments hold great promise for the future of communications and television. From the audio band and extending through the many services in the radio frequency spectrum up to the frontiers of super high frequencies, count on Western Electric equipment to lead the way!

Western Electric

Distributed by GraybaR

*During the 7th War Loan Drive, buy bigger, extra War Bonds!*

SOUND SYSTEMS | TELEVISION | SOUND MOTION PICTURES | COMPONENT PARTS

**knowledge in all of these fields**

# *Wide Advertising Use of Television Foreseen Within Five Years After War*

TELEVISION as an advertising medium will be in widespread use within five years after government controls on production of equipment are lifted, Winslow H. Case, vice-president of Campbell-Ewald Co., predicted last week on the basis of a study made by the agency to determine the potentialities of television advertising after the war and what preparations may be made for its advent.

**Dividends Seen**

Campbell-Ewald may establish a separate television production department if a continuing study discloses that this is the most efficient operating medium, Mr. Case said. To do the job correctly a specially trained staff of writers, artists, announcers and directors may be necessary.

Mr. Case foresaw dividends in the future for advertisers gaining experience at present in nonprofitable video advertising. He pointed out that several experimental stations charge nothing for time and all that has to be paid for are production costs. He also thought it possible that in the first phase of local telecasting when programming problems will be acute, stations will donate time to advertisers who can supply good programs on film. Live talent, he explained, could come from amateur theatrical groups.

Television stations may pop up all over the country as did radio, Mr. Case said, with receiver output proceeding at about the same pace as sending equipment. The controversy on the question of video wavelengths is causing "needless alarm", Mr. Case declared. Even if wavelenths are altered, two types of transmitters would be in use and sets purchased immediately after the war would be serviceable for several years.

Construction progress on the coaxial cable of the American Telephone & Telegraph Co., linking Los Angeles and New York, will be a key factor in the growth of television network shows, he declared. Conservative estimates are that this too will be completed five years after the lifting of production controls but some predict much less time will be required.

## New RCA System

NEW SYSTEM of radiotelegraph transmission permitting the simultaneous employment of eight channels handling 488 words a minute both inward and outward, corresponding to eight channels each way with an individual channel speed of 61 words a minute, has been developed by RCA and put into operation between New York and London.


MR. TIME BUYER: *Here's Where We Can Really Help You!*

**We know each individual market in the Middle West and Southwest. Our intimate knowledge and experience in this rich, responsive territory can be of invaluable assistance to you when it comes to building a spot campaign that will get the maximum results. Let us help you—now!**

**Affiliates**

*Texas*
KFDM—Beaumont
KFYO—Lubbock
KGNC—Amarillo
KRGV—Weslaco
KTSA—San Antonio
THE LONE STAR CHAIN

*Louisiana*
KRMD—Shreveport

*Oklahoma*
KADA—Ada
KBIX—Muskogee
KCRC—Enid
KGFF—Shawnee
KOME—Tulsa
KTOK—Oklahoma City
KVSO—Ardmore
THE OKLAHOMA NETWORK

*New Mexico*
KGGM—Albuquerque
KVSF—Santa Fe

**Sales Offices**

New York Hollywood
Chicago San Francisco
Dallas Portland
GENERAL OFFICES—AMARILLO

TAYLOR-HOWE-SNOWDEN
*Radio Sales*


## Other Fellow's Viewpoint

### AFM Sacrifice

EDITOR BROADCASTING:

In your issue of April 23, 1945, re cancellation of radio programs due to the sudden and unexpected death of President Roosevelt, you state the cost to the networks was between 2½ and 3 million dollars.

We are well aware that these cancellations may well have cost such a sum, but the loss was not all borne by the networks.

The Board of Directors of the Musicians Mutual Protective Assn., Local 47, AFM, cooperated with the local network offices, as is witnessed by letters of thanks received from them, and granted them a clearance so they did not have to pay the musicians.

We were indeed glad to be able to make this gesture, which met with the full approval of the members involved. As you may know, we require a two weeks' (14) days' notice to cancel any of the radio programs without payment to the musicians, which requirement we waived.

J. K. WALLACE,
President, Local 47, AFM,
Los Angeles.

## Straus Given Trophy

FOR outstanding contributions to interracial harmony through radio, Nathan Straus, president of WMCA New York, was presented with annual Unity Award trophy of the Inter-Racial Film & Radio Guild Inc. in Los Angeles Shrine Auditorium. Also cited and given scrolls were NBC *Army Hour* and *Destination—Tomorrow*, recent series on CBS Pacific stations. Radio personalities honored included: Bing Crosby, Bob Burns, Norman Corwin and Orson Welles. Receiving scrolls were the Southernaires, Blue vocal ensemble; the Charioteers, NBC quartet; Eddie (Rochester) Anderson of NBC *Jack Benny Show;* Eddie Green of NBC *Duffy's Tavern;* Ben Carter and Mantan Moreland of NBC *Bob Burns Show;* John B. Hughes, commentator, and Al Jarvis, m.c., of KFWB Hollywood.

## Video Theater Planned

AMERICA's first television theater will be built in Libertyville, Ill., by Fred W. Dobe, industrial engineer, head of a syndicate which includes A. J. Balaban, Roxy Theater manager in New York, according to Mr. Balaban. The Dobe-Balaban combine already owns and operates the Liberty Theater in Libertyville. Plan is to set up the television theater with subdivisions for simultaneous presentation of varied types of video entertainment, letting customers take their choice. A site has been purchased for the building but no estimate of total cost is available.

# *Johnny Boyer*

## CALLS 'EM AS HE SEES 'EM, ON KDKA

Industrial Pittsburgh works hard, plays hard.. takes a large part of its relaxation in hearing about sports-events it cannot attend. The KDKA tri-state primary area would probably assay more ardent sports-fans to the square mile than any other section of the country.

Every evening at 11:15, Monday through Saturday, Johnny Boyer winds up on KDKA and delivers himself of a rapid-fire "Whirl Around the World of Sports" .. a necessary radio-nightcap to allay the sports-hunger of thousands of fans, ere they call it a day.

In ten minutes, this veteran KDKA sportscaster runs the whole gamut of sports.. late scores, timely news and comment on local and national events, human-interest and background stories, forecasts on sporting-events to come. To his loyal listeners, Johnny Boyer is, literally, the last word in sports.

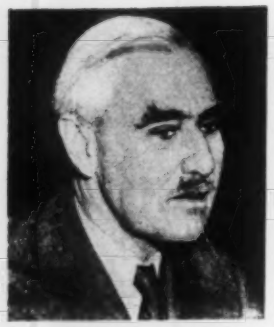
This competent, comprehensive, immensely popular eleventh-hour round-up of sports is another example of the perfect gearing of 50,000-watt KDKA to one of the nation's great markets. NBC Spot Sales has the proof that any time is a good time on KDKA.

KDKA
PITTSBURGH
50,000 WATTS

**WESTINGHOUSE RADIO STATIONS Inc**

WBZ • WBZA • WOWO • KEX • KYW • KDKA

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX
KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.



*Special San Francisco Peace Conference program,* **Joseph C. Grew.**

*Is the war breaking down moral standards? "Yes!" says* **Irene Dunne.**

*Does U. S. prosperity depend on doubling foreign trade? "Yes!" said* **Eric Johnston.**

*Should we change Germany from an industrial to an agricultural nation? "Yes!" said* **Rex Stout.**

# *Mind if we do a little talking about Town Meeting, Mr. Denny?*

YOU can't imagine how gratifying the recent popularity of Town Meeting has been to us at the Blue.

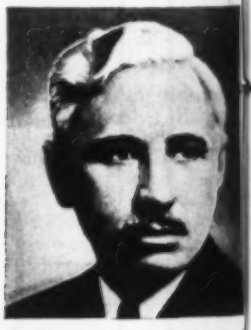
We've had a lot of people try to tell us that so-called "prestige programs" aren't popular with the public. There's a feeling that they have to be dull or they're not service programs. We've never listened to that talk. We've always believed that the American people want *the best that radio can give them* in *every* field—and that a program has no excuse for being dull, even if it *does* set out to do a good job of informing the public.

In America's Town Meeting we felt that we had a program that more Americans should be listening to. We thought of it as an obligation on the part of all of us to the American public—to keep them informed in these critical times about *both sides* of the issues facing our country. We saw that, more than ever before in its history, there was a greater need for Town Meeting and what it stood for. Ben Gross of the New York Daily News put it pretty well. He said: "No one who is interested in what's happening can afford to miss the Town Hall broadcasts."

*Should all Germans be punished for Nazi crimes and atrocities? "Yes!" said* **Major Erwin Lessner.**

*Special San Francisco Peace Conference program,* **Senator Tom Connally.**

*Should we let one man commit U. S. to use force? "Yes!" said* **Senator Joseph Ball.**



*Is the war breaking down moral standards? "No!" said* **Will Durant.**

*…here a satisfactory substitute for …e profit motive? "Yes!" said* **…rman Thomas.**

*Should all Germans be punished for Nazi crimes and atrocities? "No!" said* **Dorothy Thompson.**

*Exactly what is America fighting for?* **Senator Claude Pepper.**

*Is the war breaking down moral standards? "Yes!" said* **Rev. J. Herbert Smith.**

When The Reader's Digest, looking for a program that would be timely and of real service to the nation, decided to sponsor Town Meeting, we had another helpful hand in the job of improving and promoting the show. We all had one aim in mind: to make Town Meeting *more* interesting to *more people*.

What happened? Well, frankly, we are still kind of amazed at the results. *The average audience for America's Town Meeting has been more than doubled*, once reaching a Hooper high of 7.8. We have more than a sneaking suspicion that no other forum in radio history has ever had anything like the listening that Town Meeting has been pulling down in recent months.

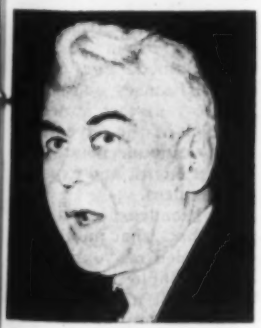
This popularity is due to show improvement—and good promotion. Just last week the College of the City of New York made an award to Station WOWO, our affiliate in Fort Wayne, Ind., for the sales promotion job they did on America's Town Meeting.

We are proud of the several programs we have which rank first among all the programs of their type: America's Town Meeting . . . The Boston Symphony . . . The Metropolitan Opera . . . The Herald Tribune Forum . . . The March of Time . . . the Road Ahead . . . The Army Air Force program . . . Meet Your Navy . . . and several others. They are helping to prove that public service shows can be *good* shows if they are approached with the determination to make them listenable as well as effective.

That's one of the things we are doing over here—and making good progress too.

# AMERICAN BROADCASTING COMPANY

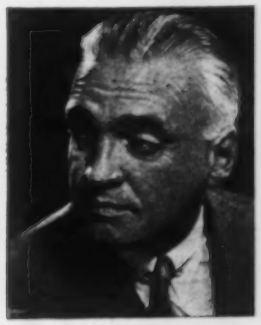
*The Blue Network*



*Does U. S. prosperity depend on doubling foreign trade? "No!" said* **Dr. John Lee Coulter.**

*Is there a satisfactory substitute for the profit motive? "No!" said* **H. W. Prentis, Jr.**

*Should we change Germany from an industrial to an agricultural nation? "No!" said* **Dean Christian Gauss.**



*Is Democracy threatened by Government control? "No!" said* **Marshall Field.**

# It's the Touch!

**Without the know-how touch of the milker the world's champion dairy cow would not give enough butter fat to spread an oyster cracker.**

**And so it is with radio broadcasting. Watts alone are helpless—they must have the know-how touch in this business of public interest, convenience and necessity, if a job is to be done. We'll let an advertiser speak for W W V A:**

***"If we didn't know you as well as we do, we would say it was pure luck that our offer is clicking. But, being familiar with that exceptional touch you have for increasing mail returns, we know that it took seasoned judgment on your part to give us a simple suggestion which is resulting in such fine returns."***

**— ASK A JOHN BLAIR MAN —**

*Basic Blue Network*

ONE OF THE WORLD'S BETTER RADIO STATIONS

WWVA

50,000 WATTS

WHEELING, WEST VA.

## *Serials Should Render Public Service And Entertain, Irna Phillips Believes*

DAYTIME serials can and should render a service to the listening public as well as provide entertainment, according to Irna Phillips, veteran serial writer whose three General Mills programs consistently tackle the most serious problems confronting the nation.

Miss Phillips, whose *Guiding Light, Today's Children* and *Women in White* are heard consecutively on NBC five times weekly, said network and sponsor policy often interferes with "our doing a complete job" on some controversial subjects.

As a promotional stunt in connection with a soldier's appearance on the program, General Mills offered copies of a newspaper which, in the story, he was supposed to be publishing. Three radio announcements of the offer brought in more than 200,000 requests, Miss Phillips said.

Having worked with numerous Government and welfare agencies on various projects and problems, Miss Phillips is now cooperating with the Labor Dept. on a series which is to go into *Today's Children*, she said. Racial issues will be included.

## P&G, Top Air User, Doubles Sales

(*Continued from page 15*)

answer. He hired a writer, dictated the first few installments of a continued story. Mr. Milligan called his heroine "Ma Perkins".

Perhaps it's because of *Ma Perkins* and several other dramatic serials subsequently sponsored by P&G that daytime continued stories have become known as "soap operas". But to Bill Ramsey and his cohorts at P&G "them's fightin' words".

Mr. Ramsey abhors the phrase "soap opera" and thinks it tends to belittle a type of entertainment dear to hearts of millions of listeners. He hastened to clear up any mistaken ideas that Procter & Gamble sponsors only dramatic serials.

A schedule of P&G radio productions the last 22 years and its current lineup of more than 25 programs discloses a diversity of entertainment ranging from news, variety and music to audience participation and drama. Of late, the company has gone more heavily into nighttime radio less suited to continued stories.

P&G has not yet found any type of daytime program to replace completely the dramatic serial as an effective sales tool for its products, said Mr. Ramsey.

"As far back as history goes, people have had plays," he said. "Radio in 1945 is no different from the current vehicle of entertainment 1,000 years ago. People want drama. The daytime series must be good entertainment. If they were not, people would refuse to listen to them. The women of today won't accept just anything. Anyone in the entertainment field knows that and, if the American housewife likes our programs, as she obviously does, certainly there must be a lot of worth in them."

That's Bill Ramsey's answer to critics of the daytime serial. On the other hand, P&G isn't top-heavy in that type of production. *Prof. Quiz*, the original question-and-answer audience participation program, was sponsored by P&G in behalf of Teel back in 1939-40.

Among current network productions under the P&G aegis are these: *FBI in Peace and War, Gaslight Gayeties, Rudy Vallee, Glamor Manor, Breakfast in Hollywood, Perry Mason, Woman of America, Truth or Consequences*, to mention a few.

Some products which normally are heavily advertised in peacetime are off the market today as a result of the war. Nonetheless, P&G is eyeing the future and making plans that include radio in all its forms. Television is getting serious consideration. So are FM and facsimile, as well as standard broadcasting.

"We're continually on the lookout for new talent and new ideas," said Mr. Ramsey. "We have an appropriation for experimental purposes and when we discover the type of show we think the people will like, we put it on the air."

### It Takes a Year

As for experiments in radio, P&G is willing to give a new program a good test run before casting it aside as a flop. According to Mr. Ramsey, who has studied listener reaction and all phases of broadcast advertising, in most cases a new daytime production should be given a full year before it is branded either success or failure.

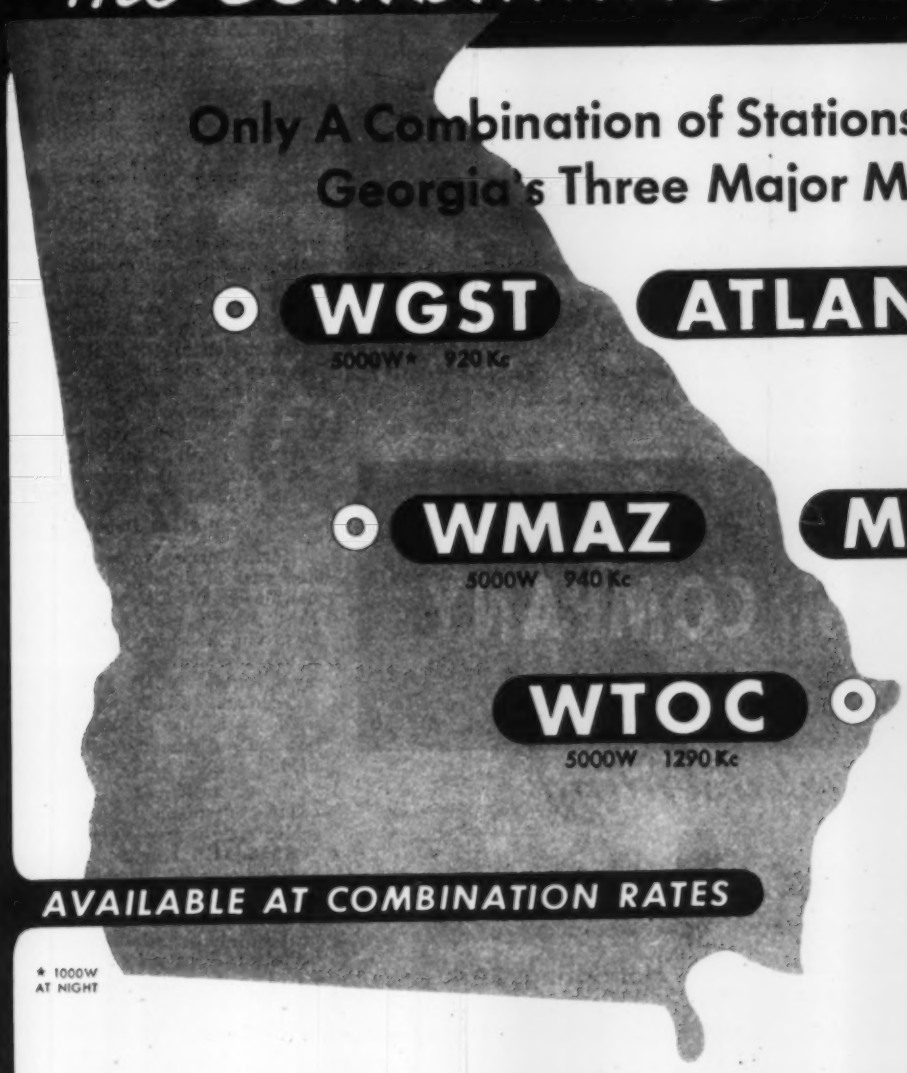
A few programs click from the start. Generally, however, they require time to become daily listening habits. "Many, many casualties could have been successes had the sponsor stuck by them a little longer," he explained. For nighttime shows, Bill Ramsey suggested that often a two-year test is necessary. He laughed off the advertiser who buys spot announcements for a week or even a month and expects to double his business.

"Successful broadcast advertising requires that the public be constantly reminded of your product," he said. "Radio is a great medium, but it isn't a fly-by-night affair. It's part of our daily lives and it must be so treated."

[*Next week* - BROADCASTING *will recount P&G's wide experience in testing various types of programs, reaching a formula successfully applied over the last decade.*]

# The COMBINATION to GEORGIA

## Only A Combination of Stations Can Cover Georgia's Three Major Markets




**NO SINGLE STATION**, regardless of power, has a strong enough signal to deliver primary coverage of Georgia's three major radio markets.

But the GEORGIA MAJOR MARKET TRIO, consisting of the three C B S stations in these three markets does the job

***—AT ONE LOW COST***

# The GEORGIA MAJOR MARKET TRIO

*Represented by* THE KATZ AGENCY, Inc.

## PEORIA MARCHES ON
### WMBD Answers 'Time' Article
### With Program

STINGING REBUKE in the form of a radio program went to *Time* Magazine from WMBD Peoria on May 24 in response to an article on that city in *Time*, deeply resented by Peorians. The 25-minute program, an "open letter to *Time* Magazine", started in the belittling, "leg-pulling" style of the original article, then changed when a citizen came on in defense of the city.

From there on, the script dramatized the writing of a letter to *Time* from the citizens, telling of Peoria's industries, war record, rehabilitation plans, farming, education, civic programming, music, and various other features of which Peorians are proud. Done with musical backgrounds and bridging, program was transcribed and a copy was sent to *Time*.

WRECKAGE caused by Jap kamikaze suicide plane which attacked the hospital ship USS Comfort off Okinawa, is described in a wire recording for the *Army Hour* by Maj. Henry Putnam, (r) formerly of KGMB and KHBC Honolulu, and S/Sgt. Mike Cassidy, ex-KUTA Salt Lake City. This was once the ship's surgery, where 29 persons died in the attack.


# THE BRANHAM COMPANY

*Chicago*
*New York*
*Detroit*
*Atlanta*
*Dallas*
*Charlotte*
*St. Louis*
*Memphis*
*Kansas City*
*San Francisco*
*Los Angeles*

*representing*

| | |
|---|---|
| KTHS | Hot Springs, Ark. |
| KFMB | San Diego, Calif. |
| KWKH | Shreveport, La. |
| WCPO | Cincinnati, Ohio |
| WTJS | Jackson, Tenn. |
| WNOX | Knoxville, Tenn. |
| WMC | Memphis, Tenn. |
| KTBC | Austin, Texas |
| KRIC | Beaumont, Texas |
| KWBU | Corpus Christi, Texas |
| KRLD | Dallas, Texas |
| WCHS | Charleston, W. Va. |
| WBLK | Clarksburg, W. Va. |
| WSAZ | Huntington, W. Va. |
| WPAR | Parkersburg, W. Va. |


## KRLD Renewal Hit By Texas Cleric

### Liquor Ads to Be Fought to High Court Says Minister

THREATENING to carry his fight for time on the air to oppose beer and wine commercials to the U. S. Supreme Court if necessary, Rev. Sam Morris, Texas Baptist minister and prohibitionist, has filed petition with the FCC protesting renewal of the license of KRLD Dallas.

Joining Mr. Morris in the petition was Henry M. Johnson, Louisville attorney and president of the Kentucky Sunday School Assn. A news release from Mr. Johnson stated that he and Rev. Morris were chosen by the National Temperance & Prohibition Council at a meeting in Washington to "test out the legality of the complained of practices" and that the test, "if necessary, will be carried through the courts to the Supreme Court of the United States".

#### Motions Denied

Rev. Morris vainly attempted last year to protest the license renewals of WFAA Dallas, WBAP Fort Worth and KGKO Dallas-Fort Worth, which had been designated for hearing under the duopoly regulation. His motions to intervene and to enlarge the hearing issues were denied. A subsequent petition for rehearing also was denied.

Using the same method of procedure, except on a more elaborate scale, that he used in the WFAA, WBAP, KGKO cases. Mr. Morris charged that KRLD sells its choice time to beer and wine interests to present the most "glamorous appeal" to buy and drink alcoholic beverages. He alleged, too, that KRLD has refused to sell prohibition elements time to oppose the commercials.

Eliot Lovett, Washington counsel for KRLD, in a reply brief filed last week, generally denied the allegations, pointed out that the Morris petition was aimed largely at interests other than KRLD, and asked the Commission to disregard the complaint. The Morris petition complained against CBS, Mutual, Blue, the NAB and several stations and charged that radio generally sells time to breweries and wine makers but refuses time to prohibitionists. WHAS Louisville was set out as a "good example" inasmuch as that station had sold time to the Morris interests.

KRLD was one of more than 60 stations placed on temporary license in late April while the Commission investigated its operations under the FCC new commercial-vs-sustaining renewal policy. The license was continued temporarily to July 1.

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RCA COMMUNICATIONS Inc., New York, May 18 resumed radiotelegraphic service between United States and Denmark and Norway. Circuit is now open for personal and "non-transactional" business messages.

# THE MOST PROFOUND NEWS ANALYSIS ON THE AIR!

# Sidney Walton

*. . . M-G-M Newsreel commentator, moderator of WHN's "Commentator's Round Table", noted lecturer, magazine editor and author.*

- Transcripts of Walton's broadcasts on the death of Mussolini were short-waved overseas by United Press for publication in Italian newspapers.
- His broadcasts of recent events were the subject of raging controversy in Sidewalk Cafes of Paris.
- Regularly used by United and Associated Presses as reliable "SOURCE" news.
- Scripts quoted at length regularly in important papers of the United States, France, Britain and Canada.

***Available with a ready-built audience Mondays thru Saturdays, 10:45-11 P.M. Immediately preceding WHN Newsreel Theatre of the Air***

**This powerful program backed by 50,000 watts in America's No. 1 market will spell results for your product or client.**

**WHN 1050 NEW YORK**

**AMERICA'S MOST POWERFUL INDEPENDENT STATION**

Represented by RAMBEAU

# LINGO VERTICAL TUBULAR STEEL RADIATORS

***Lingo has been authorized by the War Production Board to manufacture and sell a limited number of Vertical Radiators without the use of Priorities . . .***

*The Authorized manufacture must be made from materials on hand and must be completed by June 21, 1945.*

Now, for a limited time, you can buy a LINGO Vertical Radiator without the use of priorities. Because of the time limit placed on this specially authorized production, orders will have to be filled on a first-come first-served basis. Moreover, as we are limited to the use of materials on hand, production will have to be concentrated on radiators not exceeding 250 feet in height. If you are not ready to have the radiator installed at this time, we can arrange to manufacture and deliver the radiator to you with your option to have it installed and erected by us when you are ready. As the quantity of radiators available under the priority-free arrangement is limited, we urge you to act immediately and thus be assured of having your radiator on hand when you want it.

Please include in your inquiries the radiator height required and approximate site so that complete quotation can be immediately made covering the radiator itself and its subsequent erection when so desired.

**JOHN E. LINGO & SON, INC.**
*Est. 1897*
**CAMDEN, NEW JERSEY**


## TV Zone Approval Creates Precedent

### Washington Ruling Paves Way For Action in Other Cities

CLEARING the way for television in the nation's capital and probably many other cities, the Washington, D. C., Zoning Commission has approved amended regulations proposed by WOR, DuMont, NBC and TBA to permit construction of 300 ft. antenna in residential areas. The Commission's action—the first zoning regulation of its kind in the U. S.—is expected to set a precedent for other cities.

Following the action, taken as a result of a hearing two weeks ago [BROADCASTING, May 21] at which television representatives appeared, steps were taken to establish video stations in Washington just as soon as sites can be acquired and authorization obtained to purchase materials and begin construction.

Harry S. Wender, counsel for Bamberger Broadcasting Service, New York, told BROADCASTING his company is immediately proceeding to prepare an application for a site selected for a station and is expecting to appear before the District Board of Zoning Adjustment at its next meeting in July in support of its application. Approval must also be obtained from the National Capital Park and Planning Commission which favored the amendment proposed by the industry but recommended that each location be given separate consideration.

#### NBC Site Selected

Carleton Smith, general manager of WRC Washington, who represented NBC at the hearing, said that the Zoning Commission's action would enable the network to proceed rapidly with television installations, pending FCC clearance. NBC has already selected its site at the Wardman Park Hotel and has a tower in readiness for shipment to Washington. It plans to use the hotel proper to house its studio facilities.

Under the amendment adopted by the Zoning Commission, it is stipulated that the proposed location and height of facilities must not adversely affect neighboring property and must be separated from adjoining property by a distance equal to one-sixth the height of the antenna. The amendment applies to FM facilities as well as television.

## Turnabout

SERVICE veteran Bill Conway went to Dallas for a job and is now m.c. of *Veterans for Industry*, a weekly half-hour on KGKO Ft. Worth-Dallas, designed to assist ex-servicemen in finding employment.

FORMER KOIN and KALE Portland, Ore., announcer, SP1c Bob Harris, interviews S2c Hans Sitzman, guest serviceman, on the KIRO Seattle public service series *Coast Guard Serviceman's Club*, heard Saturday 4:30 p.m. from the auditorium of the Seattle Servicemen's Club. Program presents guest with photograph, interview recording, two theater tickets and a phone call to his home.

## DeMille at Wichita

WICHITA Town Hall Committee, which plans to extend its activities to a nationwide basis, has secured Cecil B. DeMille, Hollywood producer, to make an address under its auspices late in June. Mr. DeMille will speak on "Majority Rights and Wrongs" at a public meeting which will be broadcast. William A. Larner, Shepherdstown, W. Va., former radio director for Federal Union Inc. and associated with various stations, has been appointed national executive secretary to direct organizing, financing and publicizing the committee on a nationwide basis. An intensive radio and press campaign is proposed.

## Returns to Blue

PACIFIC COAST Borax Co., New York, in moving *Death Valley Sheriff* from CBS Thurs. 8:30-8:55 p.m. back to the Blue Network, where the program made its debut 14 years ago, will expand from 63 stations to 180 stations, and drop repeat broadcast. Program will be heard Fri., 9:30-10 p.m. on the Blue, beginning June 29. McCann-Erickson, New York, agency in charge, originated program.


**REPRESENTED BY RAMBEAU**

doesn't mean big stations and it doesn't mean little stations. But it does mean hand-picked, carefully selected stations that want spot business and are willing to do something about it.

**REPRESENTED BY RAMBEAU**

means friendly, cooperative stations interested in making your advertising dollars pay dividends.

**REPRESENTED BY RAMBEAU**

means

*"Radio's First Special Representatives"*

# 1ST FOR THE MOST EFFECTIVE PROGRAM DEVELOPED BY A TRANSCRIPTION PRODUCER FOR SYNDICATION!

THE CITY COLLEGE OF NEW YORK

## Award of Merit

To **FREDERIC W. ZIV CO.**

CINCINNATI, OHIO

FOR THE MOST EFFECTIVE RADIO PROGRAM DEVELOPED
FOR SYNDICATION BY A TRANSCRIPTION PRODUCER

FOR THE YEAR 1944

**CALLING ALL GIRLS ON THE AIR**

BY THE COMMITTEE ON NATIONAL AWARDS OF
THE ANNUAL CONFERENCE ON RADIO AND BUSINESS
AT THE SCHOOL OF BUSINESS AND CIVIC ADMINISTRATION
OF THE CITY COLLEGE OF NEW YORK
MAY TWENTY SECOND AND TWENTY THIRD 1945

Harry Wright, President, THE CITY COLLEGE OF NEW YORK

John Gray Peatman, Chairman, THE COMMITTEE ON AWARDS

The C. C. N. Y. Award of 1st Prize in the field of Syndication makes us very happy. But we are happier still to give credit where due: to the entire broadcasting industry for making "Calling All Girls" on the air a successful radio program for 123 Department stores on 123 stations.

# FREDERIC W. ZIV COMPANY

NEW YORK 2436 READING ROAD • CINCINNATI, O. HOLLYWOOD

# V-E DAY BOX SCORE

## Acid test of Network Leadership

**The daily flow of audience toward a network is ordinarily weighted by a few exceedingly popular programs broadcast on certain regular evenings of the week.**

**Thus top Monday night listening ordinarily "belongs" to Columbia. Tuesday leans to another network...**

**But Monday, May 7 and Tuesday, May 8 were not "ordinary" days. The crisis, especially on Tuesday, swept aside familiar programs and their established "ratings" ...made each network stand squarely on its own feet...thus put relative network performance to the acid test.**

**Hooper measured audience intensively throughout those two days in four great and widely-dispersed urban areas: New York, Philadelphia, Chicago and San Francisco. The balance of physical facilities in those cities, taken as a group, was by no means slanted to favor CBS. Here are the Hooper findings:**

# Throughout the white heat of the climax of war in Europe, CBS swept ahead of all other networks – and stayed there!

Any seasoned appraiser of radio's values would perhaps have predicted that CBS would lead naturally on Monday night. It did. CBS led by a margin of from 22% to 128% over the other three networks. Maybe that was just because people followed their regular Monday night habits of listening. Maybe. But on V-E Day itself:

**THE CBS AUDIENCE LED BY A MARGIN RANGING FROM... 5% TO 211% ABOVE THE COMPETING NETWORKS**

There never was a more significant demonstration of the confidence the audience places in everything that CBS stands for and delivers. This confidence, though it was demonstrated in a turbulent crisis, is no accident, no caprice of individual rating.

It is the direct product of years of unrelenting effort to build a service which delivers the *best* in radio... and listeners proved they knew it when it counted most!

## The Columbia Broadcasting System

# Dominates THE SOUTH!

## MORE CBS LISTENING on WNOX

COMPARATIVE C. E. HOOPER* FIGURES SHOW WNOX HAS DEVELOPED A DOMINANT CBS EAR IN THE SOUTH.

| CBS PROGRAMS | WNOX Hooperatings | CBS Coverage South Hooperatings |
|---|---|---|
| "It Pays to be Ignorant" | 20.8 | 10.9 |

*Sorry,* we'd like to show you more of our Hooperatings, they are all away above the CBS South average, but we're only permitted by Hooper to publish one at a time — however, a Branham man can show them all to you. Call Branham.

*WNOX figures — C. E. HOOPER continuing measurement — Fall and Winter, October-February, 1944-45. CBS South figures — C. E. HOOPER sectional ratings, Fall and Winter, October-February, 1944-45.

CBS — REPRESENTED BY The BRANHAM Co.

wnox

10000 WATTS • 990 KC • KNOXVILLE, TENN


# *Petry Denies Disagreement With Hooper On Chappell and Politz Appointments*

APPOINTMENT of Dr. Matthew M. Chappell and Alfred Politz as research counsel by Edward Petry & Co. Inc., station representatives, effective June 1, did not result from any disagreement with C. E. Hooper Inc. and there are no plans "for displacing Hooper," Mr. Petry last week advised stations his organization represents.

Mr. Petry

In a letter May 28, which followed announcement the preceding week of the Chappell and Politz appointments, Mr. Petry stressed the need for "top research knowledge and experience" in the spot field. He said that negotiations with the two specialists had continued for a period of months and did not result from any disagreement, as had been inferred in "garbled stories which have been appearing in the trade press". The Petry Co., he said, does have definite plans "for making some of the best research brains in the country available to you and to spot broadcasting".

Text of the Petry letter follows:

For a long time we have felt that top research knowledge and experience should be made specifically available to the stations which we represent and in a broad general way to the spot broadcasting industry.

For the past six to eight months, we have been combing the research field and we have now completed negotiations with Dr. Matthew M. Chappell and Mr. Alfred Politz to act as research counsel for you and for us.

Dr. Chappell, psychologist, author and research expert, has been associated with the research activities of many large American and Canadian manufacturers and was the research keystone of the C. E. Hooper Co.

Alfred Politz has organized and developed studies for "Life Magazine", "Time", Butterick, Socony-Vacuum, Corning Glass, Advertising Research Foundation, Compton, BBDO and others. He has originated various research and sampling techniques, now being adopted by the best-known research and polling organizations.

These men have been retained primarily as a direct service to you. They are here to consult with you on your research problems and to make specific recommendations to you. They will also be available to represent the independently-owned stations' point of view in industry research meetings and discussions.

In view of the garbled stories which have been appearing in the trade press, we would like to reiterate that our negotiations with these men have extended over a period of six to eight months and were not the outgrowth of any disagreement with C. E. Hooper, as reported. We have no plans for displacing Hooper. We definitely do have plans for making some of the best research brains in the country available to you and to spot broadcasting.

# *O'HARA-HUGH PLANS EASY COMMERCIALS*

O'HARA-HUGH Productions, New York, after conducting research on the effectiveness of commercial radio, last Friday announced formal start of program production activities, with what it calls a new approach to selling by radio.

Briefly, policy is virtually to eliminate the "ready indigestible" commercial, using in some cases only a 15-second sponsor credit, or none at all. Format and content of the program itself will be designed to "create a desire for the product", it was explained by John Hugh, production executive. Where there is no mention of sponsor, program will be so built that listener can't help knowing what the product is, he said. It is just a new manner of "combining showmanship and salesmanship for a common goal—sales results," he added. Mr. Hugh, now producer-writer of Abbott Kimball Co., New York, was previously with Donahue & Coe and Kenyon & Eckhardt, program director of WCBT Roanoke Rapids, N. C., and announcer for WHIT New Bern, N. C.

Other principals include Hamilton O'Hara, Armed Forces Radio Service, once program director, AFRS New Guinea station, now stationed in this country, who will be production coordinator and Hudson H. Tanner, formerly advertising manager, McLin syndicate, who is general manager.

## RKO Campaign

RKO PICTURES, New York, is spending $15,000 in New York in a radio campaign for "The Wonder Man", and plans radio promotion in other markets as the film opens locally, with station schedules still to be set. New York schedule calls for a total of 174 chain breaks, participations and transcribed one-minute announcements May 30-June 12 on WABC WEAF WOR WJZ WNEW WHN WMCA. Agency is Buchanan & Co., New York.

FROM the flight deck of the miniature replica of "The Fighting Lady", now on exhibition in Rockefeller Plaza, New York, as a War Bond drive display, WOR New York on June 3 will broadcast an actual U. S. Naval ship religious service on its regular series "The Navy Goes to Church".


AP

WBRY, Waterbury, Connecticut

. . . think your Telescript presentations are excellent and most helpful in the sale of the fine Telescript features on The AP radio wire.

E. J. Frey
Station Manager

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

"WISH WE COULD HAVE THAT TALENT TO BUILD LOCAL PROGRAMS"



"WE CAN! ALL THESE ARTISTS ARE IN THE WORLD LIBRARY"

Building programs you can sell is easy—if you've got what it takes. And that's exactly what World Library gives you!

First of all, it takes *talent*. World gives you some of the biggest-name orchestras, vocalists and novelty groups in show business. On World Vertical-Cut transcriptions—famous for fidelity—these artists are heard at their brilliant best!

It takes *variety*. The basic World Library includes 4000 selections . . . material for every kind of program.

It takes the *latest hits*. World includes them in the 50 or more new units sent each month.

*Smart programming* is essential. World sends you complete continuities—78 each week—with the big-time touch that only expert writers can give a show. Typical reaction of stations is this one from KGY, Olympia, Washington: "We're using 122 World shows each month . . . many 'as is,' merely writing commercials."

Put this program-building service to work for *your* station, as 325 leading stations are doing. Get the facts *now* from: World Broadcasting System, Inc., 711 Fifth Ave., New York 22, N.Y.

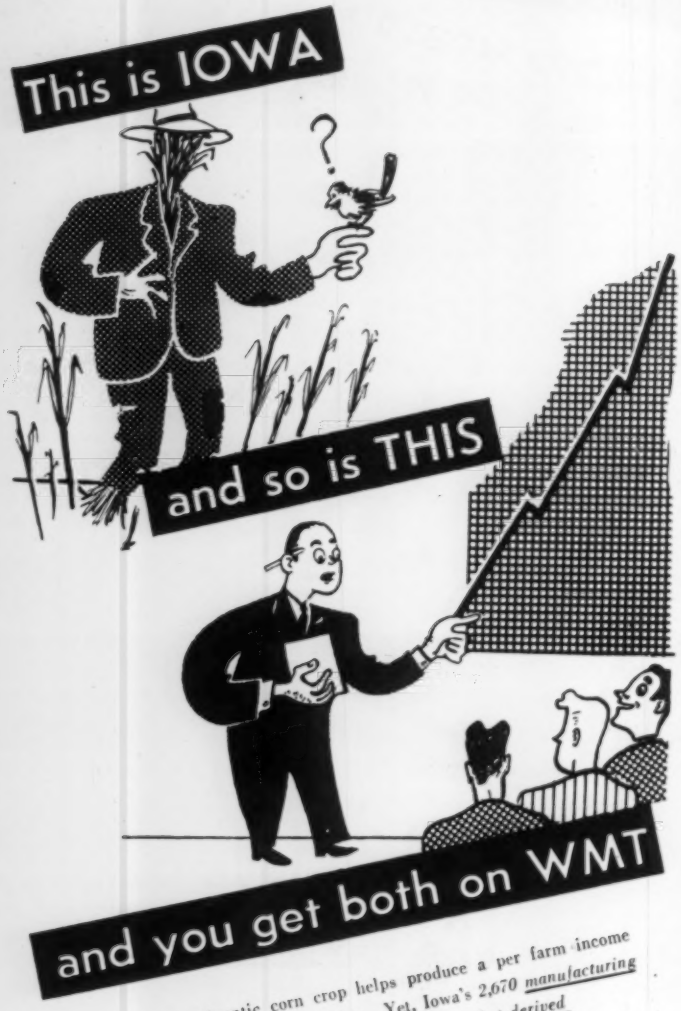
**WORLD LIBRARY**

Builds better programs

**World Broadcasting System, Inc.**

*A subsidiary of Decca Records, Inc.*

NEW YORK • CHICAGO WBS HOLLYWOOD • WASHINGTON




Iowa's gigantic corn crop helps produce a per farm income larger than any other state in the Nation. Yet, Iowa's 2,670 manufacturing plants produce an income nearly as great as that derived from agriculture. This is the stable and diversified market that you cover on WMT . . . reaching 3½ million people at the lowest cost per listener at the best frequency in the state (5000 watts at 600 KC).

# PROGRAMS

AGREEMENT has been reached between Blue and Committee for Economic Development, representing 70,000 businessmen, for a 52-week quarter-hour sustaining series to explain what is being done toward solving employment problem. Program will probably be spotted Sat., 7-7:15 p.m. "back-to-back" with Blue's "Labor U. S. A." series 6:45-7 p.m., starting in August. CED this week is releasing first six quarter-hour discs on creating new jobs to committees for local placement available for sponsorship.

### WMCA Series Enlargement

WMCA New York, which has discontinued for the summer the series about Negro life, "New World A-Coming", plans to resume the programs in the fall on a wider scope, covering problems and contributions of other minorities that face racial and religious discrimination. Current series has been presented under the auspices of City-Wide Citizens' Committee on Harlem but WMCA plans to enlist cooperation of other representative groups for next season's series. Program has received seven major awards and commendations since inception March 1944.

### Children Series

ASSN. of Junior Leagues of America, New York, will follow its 13 quarter-hour transcribed dramatizations of "Books Bring Adventure" with a new series dealing with regional stories of the U. S. and Canada, to be released in October. For benefit of schools and other groups which have not had proper equipment to play transcriptions, a special phonograph 12 inch record edition of the first series will be prepared.

### Program Commended

COMMENDATION of the WOC Davenport, Ia., "Music to Read By" late evening program is made in the current issue of the local St. John's Methodist Church weekly publication. Featuring restful, "easy to read by" music, program is interrupted only on the half hour for identification and brief selection announcements.

### Housing Aid

SPECIAL interview program has been started by WING Dayton, O., to aid families of servicemen now stationed at Wright Field and who have had difficulty in locating housing facilities. In three weeks approximately 75 families interviewed have located living quarters.

### News of Yesterday

HIGHLIGHTS of the day's news of 25 to 50 years ago are given on three different programs of KXOK St. Louis. Programs are heard on different days of the week and are arranged for morning, mid-morning and afternoon audiences.

### Song Analysis

SIGMUND SPAETH, music authority, known as the "tune detective", June 5 on WQXR New York starts a weekly half-hour analysis of popular musical works. He analyses a classical, a popular and a folk song on each broadcast.

### Privilege Renewal

FOR seventh consecutive year KMBC Kansas City has been granted exclusive rights to broadcast market reports from the Kansas City livestock terminal.

### Baseball Highlights

ARMED FORCES RADIO SERVICE is now transmitting overseas a special summary of two or three highlight baseball innings by Bert Lee, based on the sportscaster's daily "Today's Baseball" on WHN New York.

### WFIL Coverage

SPECIAL events staff of WFIL Philadelphia covered return of city's delegation to UNCIO May 23 from Pennsylvania Station.

### Jobs for Ex-servicemen

DISCUSSION PANEL on opportunities in radio and television for ex-servicemen is being conducted weekly by NBC Hollywood at nearby military rehabilitation centers.

### Blue-AAF Show

STORY of the shoulder sleeve insignia worn by the 20th Air Force leads off the opening broadcast of "Flight to the Pacific", weekly half-hour presented on Blue in cooperation with AAF. A regular feature, shortwaved from the Pacific and recorded in San Francisco is a discussion of missions by returned aviators and ground officers, including tabulation of results of the flight. AAF members will particiupate in dramatizations and musical portion of program.

EYEING some of the tools of the trade is Maxine Burke, winner of the KTSW Emporia, Kan., radio scholarship and a junior at the Emporia State Teachers College. Miss Burke, who has been active in *Radio Classroom*, daily educational program produced at Emporia State over KTSW for rural classrooms, will attend the summer radio institute of her choice on the KTSW all-expense scholarship.

## Blackhawk Expands

BLACKHAWK BREWING Co., Davenport, Ia., began sponsorship June 1 for 13 weeks of approximately eight spots per week on five stations of Iowa Tall Corn Network: KBUR KBIZ KFJB KROS KDTH plus KSO WOC WMT KXEL. Firm has also added WMT and KXEL to list of stations for *So the Story Goes*, starting July 2 for 52 weeks [BROADCASTING, May 28]. Agency, H. W. Kastor & Sons.

24 HOUR SERVICE
ON DIRECT CUT COPIES OF YOUR RECORDINGS
FOLLOW the CROWD
TO...
U.S. RECORDING CO.
1121 VERMONT AVE.—WASH. 5, D. C.
WRITE-WIRE OR CALL FOR DETAILS

## THIS IS WHAT YOU GET THROUGH KTOK — *at a much lower cost!*

**KTOK has won wide recognition from advertisers for their complete exploitation of audience-building technique. As listening surveys reveal, KTOK has the audience — at all times — because it is a family station, appealing to every member of the family. Its growth and its increasing service to the community are the results of its family following.**

**KTOK provides the type radio programs families enjoy and benefit from most. Over 876 million dollars effective buying income are represented by this concentrated audience of 893,801 people (44% of Oklahoma's population). Yes, you buy Audience, not Power with KTOK — KTOK is really a super buy — at a small expenditure!!**

AFFILIATED WITH
TAYLOR-HOWE-SNOWDEN
Radio Sales

**ktok**
OKLAHOMA CITY

AMERICAN BROADCASTING CO. AFFILIATE
KEY STATION OF OKLAHOMA NETWORK
250 WATTS • 1400 KILOCYCLES

***The Most Progressive Station in E-x-p-a-n-d-i-n-g Oklahoma***

# WBAL

## means

## in

# business in Baltimore*

* Fastest Growing Big City in the East
* Great Industrial Center
* Diversification Insures Progress
* Great Shipbuilding Center
* A Great Port with a Great Future
* Intelligent Post War Planning

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., Inc.

## Durrmocracy

IT TAKES all kinds of people to make up bipartisan Government. In our democracy the two-party system has worked well. The minority seeks to outmaneuver the majority. It helps keep politics straight. Periodically the party in power loses out. That comes when the majority falls out of public favor and the electorate speaks. The erstwhile minority takes over Government. That is the way in our local, state and national governments.

In radio regulation, however, that system doesn't appear to work. The members of the FCC are appointed to office, not elected. The FCC functions under a prescribed Congressional statute—prescribed by the Congress elected by the people. The Congress can be relied upon to change that law when public sentiment demands. The Communications Act of 1934, under which the FCC functions, specifically denies that agency powers of program censorship. It specifically excludes radio from the public utility-common carrier concept. It denies the FCC the right to regulate rates or programs.

Yet we have on the Commission at least one member who seems dead set against the present system. He thinks the public should be told what sort of radio it should receive. He feels stations should be limited as to how much they can earn and what type of programs they can present. He wants business records of stations thrown open to the public gaze. In short, he seems to seek a "share the wealth" system for radio. You've guessed it—the man is Commissioner C. J. Durr, Democrat of Alabama. True, he may not be alone in his thinking on some of these concepts. But certainly no other member seems to go so far in his public utterances.

Commissioner Durr unburdened himself a fortnight ago at oral argument on the proposal that financial statements and business dealings of stations be made public. He made no bones about his dislike of the existing radio order, in examining counsel for stations and the NAB. These counsel had very properly denounced this latest attempted indirect incursion into program and business control of stations. It is the same Mr. Durr who spearheaded the crusade, now happily bogged down of its own weight, to penalize stations for alleged discrepancies between promises made on precise breakdowns covering commercial and sustaining programs. The same Mr. Durr who challenged the right of a select committee of Congress to check into his own personal affairs and accounts and got away with it.

We wonder where the Commissioner finds the authority for such onslaughts. Has the public asked for them? Is the public dissatisfied with radio by the American plan? Is the public complaining about the law? Even while Mr. Durr was excoriating stations and programs, the *Minneapolis Sunday Tribune* published results of a public opinion poll. The question was: "If you had to do without either a telephone or a radio in your home, which one would you rather give up?" The result: telephone 63%; radio 27%; undecided, 10% [BROADCASTING, May 28].

Does that indicate any dissatisfaction with radio? Every survey made in the last decade—public, Government or private—conclusively has shown the confidence of the people in radio. There may be a discordant voice here or there, such as that against the middle commercial in news, or apathy toward singing jingles. But such reactions having merit bring about automatic adjustment. Radio takes heed. That's the democratic, competitive process.

Perhaps a course in Democratic Government and in public opinion would settle for good the dangerous antics of misguided bureaucrats who have been so disdainful of the law's intent.

## More Than Soap

IN THIS ISSUE begins the fabulous story of the use of radio by Procter & Gamble Co., Cincinnati, to promote the sale of soap products.

It is not necessary to relate this story in order to establish radio's effectiveness as an advertising medium. Radio sells not only soap. Radio sells everything from bread to bonds. But it does seem pertinent to underscore the broadcasting saga of P&G at this time when war industry is looking toward reconversion plans.

Only this past week Chairman Krug of the WPB predicted a job slump during the reconversion period. Most experts agree that this slump will last through the period required to get into the production of civilian goods. Later there will come another slump, incident to total reconversion following the victory over Japan.

These temporary periods of unemployment will place a great burden on American industry, a burden that will call for the same sort of courage which inspired the remarkable war production job which has been done and is still in full swing. And as the wheels of civilian production turn faster, the simple laws of economics dictate that there must be greater consumption of civilian products. Failing that, business will falter and unemployment result—the sort of mass unemployment which brought this country to such tragedy in the 30's.

And what does this have to do with soap and radio and, more particularly, with P&G It recalls to mind that this firm, during that period of economic distress in America, had the fortitude to employ a new medium in bringing its products to the mass market. Its daring was in the American tradition.

If America is to avoid the cataclysms which find masses of our people unemployed in postwar years, it must be done in the same spirit demonstrated by P&G and other great business houses.

Advertising is good for employment. It's good for business. It's good for America. Media of all sorts will have much to offer advertisers in the postwar years. Doubtless radio will attract more attention than the others because of its major technical advances during recent months. It is significant to note, also, that American radio, in 18 years of commercial history, has failed to beat its preceding year's business but once—and that in 1933. It is the one medium which has felt no depression.

Foresighted businessmen will find profit in reviewing the experience of one company, Procter & Gamble, which has kept in step with radio's remarkable progress.

## Our Respects To -

WILLIAM McCREARY RAMSEY II

AS DIRECTOR of the radio department of the nation's largest single sponsor, Bill Ramsey perhaps knows the likes and dislikes entertainmentwise of more women than any other man.

Primarily his job is to help sell Procter & Gamble products. Actually he has become an expert in public relations. He knows that when the radio shows over which he has supervision please, sales go up. If they displease, it is manifest in fewer sales as well as disgruntled fan mail. The fact that P&G gross business has more than doubled in the last decade, during heavy use of radio, is indicative that Bill Ramsey knows what consumers want in the way of radio fare.

A native Cincinnatian, Bill was born on St. Patrick's Day in 1900. He prepared for Yale by attending Walnut Hills high school and the Cincinnati University School. He was graduated from Yale in 1921 with an A.B. degree and returned to Cincinnati to enter business.

For two years Bill Ramsey was a clerk in the Citizens National Bank. But cold figures and hard cash didn't appeal to the visionary youth. He liked people. He wanted to do more than handle money. He wanted to get closer to the public. Besides, he was an accomplished pianist and he enjoyed entertaining his friends.

When Francis H. Leggett & Co., New York food products firm, offered him the post of branch manager of its Cincinnati office in 1922, Bill took it. Here, he felt, he'd have an opportunity to deal with the consuming public—to learn the various needs and likes in foods.

Bill remained with that job for five years. Procter & Gamble Co. was expanding some and needed a man to take over a job involving planning field advertising. Bill Ramsey accepted and went to work. P&G already was using radio, but Bill admits he didn't have much faith in that intangible medium. He wanted to see his ads in black and white or color—on paper.

He did a good job in field planning and P&G placed him in charge of the copy department. By 1930 the company decided to go into radio in a big way. Neil H. McElroy, vice-president in charge of advertising, was casting about for a man to head up the radio department. It's P&G policy to move its personnel up.

Bill Ramsey played the piano. He had done considerable entertaining around town, so Vice-President McElroy decided his copy chief was just the man to head up the P&G radio department.

P&G already had sponsored a program on

(*Continued on page 44*)

# IT'S THE STATION THAT MAKES TIME FOR ALL CREEDS

No time is sold
on WGAR for
religious broadcasting,
but all denominations
in their turn
have opportunity to
use the hours
definitely reserved
for worship services.
It is our philosophy
that the station
which serves every creed
and every faith alike,
accomplishes most
for its listeners,
for the nation,
for all mankind.

CLEVELAND'S

**WGAR**

THE FRIENDLY STATION

FREE
SPEECH
"MIKE"

RADIO'S XXV ANNIVERSARY

**BIG NAMES—WITH BIGGER UNITS—MEAN BIGGER RESULTS WITH ASSOCIATED!**

*Of Boston "Pops" Symphony fame...his incomparable Associated transcriptions with 48 hand-picked musicians mark a new high in making serious music "commercial"*

**Arthur Fiedler... another BIG reason why Associated Program Service offers MOST Hours of the Best RADIO Music!**

IT'S RADIO'S distinctive *bigness* that contrast it so sharply to other forms of entertainment. It's this same bigness—units like Arthur Fiedler and his magnificent 48-piece orchestra—that contrast Associated so sharply to other libraries. There's another vital difference too...the incomparable quality of APS high fidelity vertical-cut recording and clear-tone Vinylite discs. Write for the full story today! Associated Program Service, 25 W. 45th St., New York 19.

**Associated Program Service**

**A Plus for AM...A Must for FM**

*Represented by Loren Watson, 400 Madison Ave., New York*


## Our Respects to

(*Continued from page 42*)

WEAF New York and one on the NBC-Red network. Bill Ramsey's first show was Ruth Turner's *Washing Talks*, which was a test locally in May 1930. By November he had a five-weekly show on the network. P&G officials weren't sure Bill Ramsey should have set a program across the board but they gave him his head.

Today P&G sponsors more than 25 programs of all types, has pioneered in the daytime serial and many other types of shows. Bill Ramsey saw the need for developing young writers. He learned the women of the country—consumers for P&G products—liked the human-interest drama.

His success formula? Here is the way he puts it:

"We maintain supervision over all our programs from a policy standpoint," he explained. "Good taste must predominate. We never offend. The agencies remain in complete charge of the shows, but we insist they be of high type. We're in the role of enlightened buyers."

### Knows All Angles

As radio director of P&G Mr. Ramsey has studied broadcast advertising from all angles and has reached the conclusion that the success of a show depends upon many factors—time of day for a particular type of program, talent, good scripts, and foremost—public acceptance.

On Oct. 27, 1923, Bill married Olivia James of Cincinnati. They have three children, Anne Wood, Olivia and William McCreary III. Gardening is his hobby, piano his avocation. Right now he's practicing Schumann's "Concerto" to appear as guest soloist with Frank Black's NBC Symphony Orchestra, at the invitation of Clarence L. Menser, NBC vice-president in charge of programs.

He is secretary of the Board of Trustees, Cincinnati Symphony Orchestra (the only board member who is a musician) and a member of the Cincinnatus Assn. His clubs include the Elizabethan (Yale), Cincinnati Country and Cincinnati Tennis. He contributes to trade magazines and periodicals, has become an authority on growing delphiniums and is an ardent admirer of *Ma Perkins*.

Bill and Mrs. Ramsey maintain their home on Walton Creek Rd. in the exclusive Indian Hill section of Cincinnati.

## Starts 'Smile Time'

42 PRODUCTS Inc., Los Angeles (hair oil, shampoo), today for 52 weeks starts sponsoring *Smile Time* on 39 Don Lee Pacific stations, Mon. thru Fri., 7:15-7:30 a. m. (PWT). Morning comedy strip features Wendell Noble and Steve Allen, song and pianist team. Firm also sponsors weekly *This Is My Story* on CBS Pacific stations. Agency is Hillman-Shane-Breyer Inc., Los Angeles.

## *OPERATION OF WHGB STARTED OFFICIALLY*

WHGB Harrisburg, Pa., new 250 w local Blue outlet on 1400 kc licensed to Harrisburg Broadcasting Co., officially started broadcasting May 29 after program tests.

Mr. Kendrick

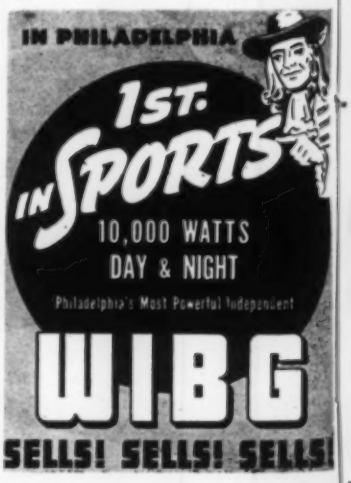
General manager and part-owner is Herbert Kendrick (10%), former manager of WJLS Beckley, W. Va. G. L. Hash, owner of local furniture firm, is 90% owner.

R. A. Maxwell is commercial manager and John Penaz is chief engineer. Other staff members include: Wilbur Blair, production manager; Richard N. Leiby, Walter R. Rice, Glenwood Schlegel and Robert L. Bomboy, engineers; Ernest E. Mark, Victor Bruno and John N. Beebe, announcers; Midge Lee, writer. Library includes NBC Thesaurus and news wire is AP.

## Western Series on Blue Begun by General Foods

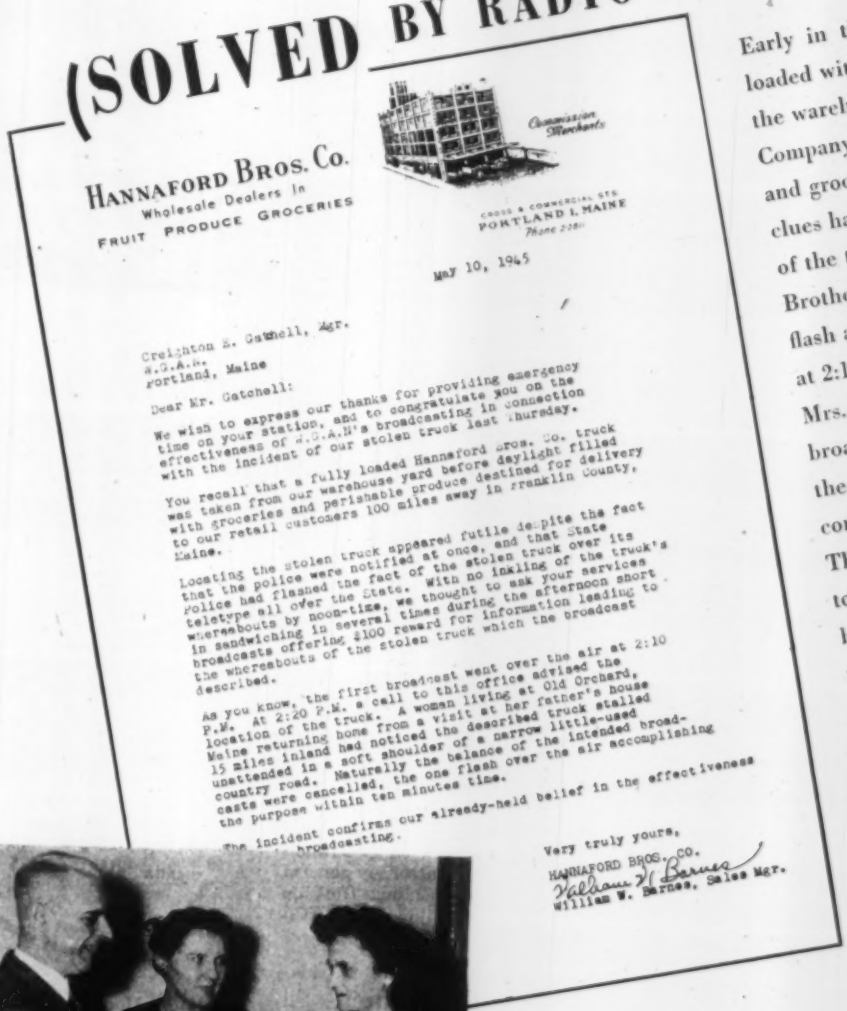
GENERAL BAKING Co., New York, for Bond bread June 3 started *Friendship Ranch*, a western variety program with teen-age talent on 11 eastern stations of the Blue Sun., 12:30-1 p.m. Firm heretofore sponsored the program on NBC station WEAF New York and KYW Philadelphia. Program has an educational slant, with dramatized features on the origin of heroes, of the pony express and other phases of western life.

Director-producer is Alice Clements, specialist in child radio talent, Clements Co., Philadelphia, appointed to handle this program only. BBDO, New York, Neal D. Ivey, Philadelphia, and Mitchell-Faust Adv., Chicago, continue to handle General Baking advertising in special regions. Firm continues its schedule of local programs, but is reducing spot announcements and chain breaks in some instances. Over 50 stations are used.

# The MYSTERY of the STOLEN TRUCK

## (SOLVED BY RADIO IN 10 MINUTES!)



HANNAFORD BROS. CO.
Wholesale Dealers In
FRUIT PRODUCE GROCERIES

Commission Merchants

CROSS & COMMERCIAL STS.
PORTLAND 1, MAINE
Phone 2200

MAY 10, 1945

Creighton E. Gatchell, Mgr.
W.G.A.N.
Portland, Maine

Dear Mr. Gatchell:

We wish to express our thanks for providing emergency time on your station, and to congratulate you on the effectiveness of W.G.A.N.'s broadcasting in connection with the incident of our stolen truck last Thursday.

You recall that a fully loaded Hannaford Bros. Co. truck was taken from our warehouse yard before daylight filled with groceries and perishable produce destined for delivery to our retail customers 100 miles away in Franklin County, Maine.

Locating the stolen truck appeared futile despite the fact that the police were notified at once, and that State Police had flashed the fact of the stolen truck over its teletype all over the State. With no inkling of the truck's whereabouts by noon-time, we thought to ask your services in sandwiching in several times during the afternoon short broadcasts offering $100 reward for information leading to the whereabouts of the stolen truck which the broadcast described.

As you know, the first broadcast went over the air at 2:10 P.M. At 2:20 P.M. a call to this office advised the location of the truck. A woman living at Old Orchard, Maine returning home from a visit at her father's house 15 miles inland had noticed the described truck stalled unattended in a soft shoulder of a narrow little-used country road. Naturally the balance of the intended broadcasts were cancelled, the one flash over the air accomplishing the purpose within ten minutes time.

The incident confirms our already-held belief in the effectiveness of broadcasting.

Very truly yours,
HANNAFORD BROS. CO.
William W. Barnes, Sales Mgr.

Early in the morning of May third a truck loaded with perishable produce was stolen from the warehouse yard of Hannaford Brothers Company, wholesalers in fruit, produce, and groceries, in Portland, Maine. When no clues had been uncovered as to the whereabouts of the truck by early afternoon, Hannaford Brothers came to WGAN for help. The first flash about the stolen truck went over WGAN at 2:10 p.m. At 2:20 p.m.—just *ten minutes* later, Mrs. Julia I. Moffitt, who heard this emergency broadcast, phoned in and said she'd located the truck! (Read the letter opposite for complete details!)

The moral in this case is very clear. The clue to its solution lies in the effectiveness of radio broadcasting. If WGAN can find a stolen truck in ten minutes, it can surely help *you* solve your *selling* problems just as successfully. Remember, WGAN's large listening area (14 Maine counties and 1 in New Hampshire) is a *responsive* audience—a rich market to tap. And *you* can tap it anytime just by getting in touch with us or our national representative.

STATION WGAN PORTLAND MAINE

5000 Watts

560 Kilocycles

CBS Member Station

Columbia Hotel, Portland, Maine
National Representative: Paul H. Raymer Co.

At left: Mr. William W. Barnes, Sales Manager of Hannaford Brothers, presents the $100 reward for locating the truck to Mrs. Moffitt over WGAN during Dorothy Wadman's popular 9:15 a.m. "Points and Pointers" radio program.

JUNE 15

WHY THEY'RE CHANGING NAMES...

AT WTCN

...Definite identity is a valuable thing. And, on taking THE AMERICAN BROADCASTING COMPANY as our network name, all possible confusion that might have been prevalent under "The Blue Network" is erased.

...We here at WTCN will continue to serve our midwest area in the American Way...with American ideals ...as a basic station of the AMERICAN BROADCASTING COMPANY.

...Have you checked our Hooper Ratings lately? They look good!

AMERICAN
BROADCASTING CO.
on and after
June 15, 1945

WTCN
1280 ON YOUR DIAL
MINNEAPOLIS-ST. PAUL
MINNESOTA

THE BLUE NETWORK
of the American Broadcasting Co.

## MANAGEMENT

**BRIG. GEN. ELLIOTT ROOSEVELT,** former president of Texas State Network and second son of the late President, has been awarded an Oak Leaf Cluster in lieu of a second Distinguished Flying Cross for leading two pioneer night photography missions over Europe.

**DON SEARLE,** Blue western division vice-president, and **FRANK CONRAD,** network West Coast station relations manager, in three-week tour of West Coast affiliates, are conferring with executives on individual station problems.

**MILTON S. EISENHOWER,** president of Kansas State College, which operates KSAC Manhattan, and brother of the Allied Supreme Commander, has been elected a director of the Committee for Economic Development. Other newly elected directors include **CHARLES E. WILSON,** president of GE, and **FRED LAZARUS Jr.,** president of Federated Department Stores Inc.

**JACK RETHBURN,** general manager of WCOA Pensacola, Fla., is the father of a girl born May 21.

**OSCAR SOULE,** WFBL Syracuse president, has been reelected president of the Syracuse Better Business Bureau.

**PAUL H. APPLEBY,** vice-president and general manager of KIRO Seattle, is author of "Big Democracy", new book published by Alfred A. Knopf, New York.

**WALTER P. SPEIGHT Jr.,** for six years commercial manager of WTMA Charleston, has taken over new duties as general manager of WATL Atlanta.

**ELLIOTT M. SANGER,** executive vice-president of WQXR New York, hospitalized for a minor operation, is expected back at his desk next week.

**WALTER GOAN,** manager of WAYS Charlotte, N. C., married **MARGARET NOVELLA PEARCE,** May 26, in Charlotte.

## COMMERCIAL

**HAROLD BARRETT** has become manager of the Detroit office of Headley-Reed Co., succeeding **CHARLTON COWLING,** who has joined Parade magazine. Mr. Barrett was at one time media director of U. S. Adv. Corp., Toledo. After Pearl Harbor he joined Willys-Knight metallurgical department.

**JAMES MAHONEY,** assistant sales manager of MBS midwestern division, is visiting MBS stations in Colorado and Wyoming.

**TOM HARKER** has rejoined the Mutual New York sales staff after 2½ years with Blue, where he has been account executive on the Coca-Cola account. Presumably he will continue in that capacity with MBS.

**ROY VAUGHN, WMAN** Mansfield, O., salesman, will run for office of mayor this fall.

**W. JOHN DUNLOP,** released as a lieutenant from the Royal Canadian Navy, has returned to his post as commercial representative of CBC Toronto.

**BROADCAST SALES,** Chicago, has been appointed to represent WPAG Ann Arbor, 250 w, 1050 kc, new station which started April 26.

**ADAM J. YOUNG Jr. Inc.** has been appointed national sales representative for the Intermountain Network, Salt Lake City, as well as exclusive national representative for KLO Ogden and KALL Salt Lake City, effective June 15. KALL begins operation August 1.

**KQV** Pittsburgh, effective June 1, will be represented nationally by Weed & Co. in line with shift to Mutual affiliation June 15.

**CHARLES A. HAMMARSTROM,** formerly with Morse International, Kenyon & Eckhardt and Kelly, Nason Inc. as account executive, has joined the New York office of Paul H. Raymer Co. He has had extensive experience in the retail merchandising field.

**WPEN** Philadelphia (5,000 w 950 kc) has appointed Headley-Reed Co. as national advertising representative effective June 1. Station is owned by Philadelphia Bulletin.

## Morrow Appointed

LYNN MORROW, former assistant to W. B. McGill, advertising manager of Westinghouse Radio Stations Inc., Philadelphia, has been named sales promotion manager of WBZ-WBZA Boston-Springfield. At one time he was sales promotion and publicity manager of KDKA Pittsburgh. Prior to joining KDKA in 1934 Mr. Morrow was radio editor of the *Pittsburgh Post*. He will headquarter at WBZ.

Mr. Morrow

## Faust Named by MBS

H. M. FAUST, recently director of the salvage division of WPB and for nearly 25 years with Curtis Publishing Co., on June 4 joins Mutual as manager of the network's central division, with headquarters in Detroit. Announcement of the appointment, made by Z. C. Barnes, vice-president in charge of sales, stated that Mr. Faust's operations will cover Pittsburgh, Cleveland, Akron, Buffalo and Wheeling as well as Detroit. He will report to New York. Prior to his appointment as WPB salvage director in September 1943, Mr. Faust for six years had been advertising sales manager of Curtis.

## Taylor Aids Jackson

COL. TELFORD TAYLOR, former FCC general counsel, has been named to assist Justice Robert H. Jackson in prosecuting war crimes, the Justice announced last week. Col. Taylor, granted a leave by the FCC to enter the service, has been chief Military Intelligence Service, War Dept. Special Branch, in London. Also named as an assistant to Justice Jackson is Francis M. Shea, assistant attorney general in charge of the Claims Division and husband of Hilda Shea, FCC attorney.

## New Law Office

LT. MORRIS MILLER, USCGR, who has been placed on inactive duty at his own request, last week announced opening of law offices at 710 14th St., Washington. Mr. Miller, who has served for a year and a half in the Coast Guard, formerly was associated with the law firm of Dempsey & Koplovitz, Washington. Prior to that he was for four years assistant general counsel of the U. S. Housing Authority. He is a native of St. Louis.

PUBLIC INTEREST in the San Francisco Conference is indicated by the fact that Mutual's 9:15-9:30 p.m. broadcasts of conference events and personalities received a Hooper rating of 8.2, the network reports, pointing out that this is not only an unusually high rating for a short program series, but the highest rating of any network program devoted exclusively to the conference.

...WHEN YOU GO WEST OF CHICAGO

STOP

IN THE QUAD Cities

More Retail BUYERS Than in any MARKET
BETWEEN
CHICAGO and OMAHA
MINNEAPOLIS and ST. LOUIS

The latest Hooper listening index (February and March, 1945) shows WOC 'way out in front. For example, WOC's morning audience exceeds the combined audiences of all other stations heard, with 56.4!

Mr. Hooper's facts prove the Quad-City market of 218,000 is delivered ONLY by—

WOC
DAVENPORT, IOWA
FREE & PETERS, INC. NAT'L REPRESENTATIVES
BASIC ABC · 5000 Watts · 1420 Kc.

# WELL DONE

## *A Personal Message From Dr. LeGear*

### TO SALUTE OUTSTANDING RADIO STATIONS . . .

"In our experience, we've found that truly successful radio advertising, with profitable results for all concerned, calls for *coordinated cooperation* between manufacturer, station and dealer.

Because the stations listed below have extended this cooperation in a most effective way in selling Dr. LeGear's Poultry and Livestock Prescriptions, we are taking this means of showing our appreciation for their excellent work . . . actual merchandising assistance in displays, mailings, personal calls, etc. . . . cooperation with Dr. LeGear representatives . . . as well as actual sales records for the season in their primary listening areas."

*L. N. LeGear, D.V.M.*

Director — Sales and Advertising
DR. L. D. LEGEAR MEDICINE COMPANY
ST. LOUIS, MISSOURI

**OUR THANKS TO EACH OF THESE STATIONS FOR THEIR OUTSTANDING COOPERATION IN SELLING DR. LEGEAR'S PRESCRIPTIONS**

WJLD—Bessemer, Alabama
WLAY—Muscle Shoals, Alabama
KFFA—Helena, Arkansas
KTHS—Hot Springs, Arkansas
KBTM—Jonesboro, Arkansas
KOTN—Pine Bluff, Arkansas
KGIW—Alamosa, Colorado
KOA—Denver, Colorado
KFXJ—Grand Junction, Colorado
KOKO—La Junta, Colorado
WDBO—Orlando, Florida
WLAG—La Grange, Georgia
WMGA—Moultrie, Georgia
WRLC—Toccoa, Georgia
WDWS—Champaign, Illinois
WJJD—Chicago, Illinois
WEBQ—Harrisburg, Illinois
WJPF—Herrin, Illinois
WOWO—Fort Wayne, Indiana
WAOV—Vincennes, Indiana
KVFD—Fort Dodge, Iowa
KMA—Shenandoah, Iowa
KGNO—Dodge City, Kansas
KTSW—Emporia, Kansas
WIBW—Topeka, Kansas
WLBJ—Bowling Green, Kentucky
WHLN—Harlan, Kentucky
WOMI—Owensboro, Kentucky
WPAD—Paducah, Kentucky
KVOL—Lafayette, Louisiana
WWL—New Orleans, Louisiana
WLBZ—Bangor, Maine
WAGM—Presaue Isle, Maine
WFDF—Flint, Michigan
WJMS—Ironwood, Michigan
KYSM—Mankato, Minnesota
KWLM—Willmar, Minnesota
WROX—Clarksdale, Mississippi
WCBI—Columbus, Mississippi
WFOR—Hattiesburg, Mississippi
WAML—Laurel, Mississippi
WSKB—McComb, Mississippi
WQBC—Vicksburg, Mississippi
KWOS—Jefferson City, Misouri
KWOC—Poplar Bluff, Missouri
KXOK—St. Louis, Missouri
KDRO—Sedalia, Missouri
KWTO—Springfield, Missouri
KORN—Fremont, Nebraska
KMMJ—Grand Island, Nebraska
KOB—Albuquerque, New Mexico
KAVE—Carlsbad, New Mexico
KTNM—Tucumcari, New Mexico
WMBO—Auburn, New York
WBTA—Batavia, New York
WALL—Middletown, New York
WBBB—Burlington, North Carolina
WEGO—Concord, North Carolina
WHIT—New Bern, North Carolina
WGTC—Greenville, North Carolina
WCBT—Roanoke Rapids, North Carolina
WRRF—Washington, North Carolina
WPAY—Portsmouth, Ohio
KCRC—Enid, Oklahoma
WBBZ—Ponca City, Oklahoma
KVOO—Tulsa, Oklahoma
WCED—Du Bois, Pennsylvania
WSBA—York, Pennsylvania
WOLS—Florence, South Carolina
WCRS—Greenwood, South Carolina
KWAT—Watertown, South Dakota
WNAX—Yankton, South Dakota
WJZM—Clarksville, Tennessee
WMC—Memphis, Tennessee
KGNC—Amarillo, Texas
KRIC—Beaumont, Texas
WTAW—College Station, Texas
KWBU—Corpus Christi, Texas
KRLD—Dallas, Texas
KGBS—Harlingen, Texas
KOCA—Kilgore, Texas
KPAB—Laredo, Texas
KFRO—Longview, Texas
KRLH—Midland, Texas
KPDN—Pampa, Texas
KTSA—San Antonio, Texas
KCMC—Texarkana, Texas
KGKB—Tyler, Texas
KVWC—Vernon, Texas
KVIC—Victoria, Texas
KWFT—Wichita Falls, Texas
WKEY—Covington, Virginia
WFVA—Fredericksburg, Virginia
WJLS—Beckley, West Virginia
WAJR—Morgantown, West Virginia
WHBY—Appleton, Wisconsin
WIGM—Medford, Wisconsin

*Published in Appreciation By*

**SIMMONDS & SIMMONDS**
INCORPORATED
*Agricultural Advertising*
201 NORTH WELLS STREET
CHICAGO 6, ILLINOIS

WJHP
Jacksonville, Fla.
Buy
Wonderful
Jacksonville's
Hooperated
Powerhouse
Represented by
JOHN H. PERRY ASSOCIATES

WINN
LOUISVILLE

Whatta Personality!

After all, radio is a very personal medium, and when almost every listener puts an OKEY on every program and product, there must be character down under and personality on top. Ready to share with you this profitable asset is—

WAIR

Winston - Salem, North Carolina
Representative: The Walker Company

630 KILOCYCLES
5000 WATTS Full Time
BLUE NETWORK
Represented Nationally by
John BLAIR & CO.
KXOK
ST. LOUIS, MISSOURI

## *WOR GIVEN GRANT FOR NEW STUDIOS*

WOR New York will start work immediately on three new studios to be located on the ground floor of 1440 Broadway, building currently housing the station and also the headquarters of MBS, of which WOR is New York key station, Theodore C. Streibert, WOR president, announced Tuesday. Announcement followed receipt of a WPB priority for the construction, first of its kind in New York City since Pearl Harbor, according to WOR.

To cost about $150,000, the studios will measure about 25 by 40 feet, will have "floated" floors and walls and suspended ceilings and "actually be a preview of postwar designs and improvements", the announcement stated.

J. R. Popelle, WOR chief engineer, will direct construction of the new studios, which will be used primarily for MBS programs from New York.

## Win Church Awards

NBC, in cooperation with the Congregational - Christian, Methodist and Presbyterian USA churches, has awarded seven fellowships for study at one of the network's three summer Institutes in Chicago, Los Angeles, or San Francisco. Winners were: Rev. Horace W. McMullen, radio chairman, Rhode Island Council of Churches and pastor of Edgewood Congregational Church, Providence; Pearl Rosser, radio education director, International Council of Religious Education; Rev. James W. Sells, executive secretary, Mississippi Rural Life Council; Rev. James R. Uhlinger, radio chairman, Ministerial Assn., Shenandoah, Ia.; Rev. Paul Rasche, radio chairman, Council of United Churches, South Bend, Ind.; Rev. Harold E. Ditzler, radio chairman, Church Federation of Los Angeles, pastor of First Evangelical and Reformed Church, Los Angeles, and Rev. Clark Harshfield, radio chairman, South Dakota Council of Churches, pastor of United Church, Chamberlain, S. D.

## MBS Opens Earlier

MUTUAL will begin network operations an hour earlier starting June 11, opening the network at 9 a.m. with a quarter-hour news commentary by Frazier Hunt, correspondent and commentator. *Shady Valley Folks*, now broadcast 10:30-11 a.m., will be extended to 40 minutes and moved into the 9:15-9:55 a.m. spot, with a five-minute newscast completing the hour.

OVER 200 new compositions have been entered in the competition conducted by the National Composers Congress, for which $1,000 in prizes will be awarded by the Blue. Winners will be named during the Festival of American Music to be held at Colorado College Aug. 15-19 and Blue will present two festival concerts from KVOD Denver.

# PRODUCTION

**HUGO SEILER**, since 1937 with NBC in New York and Hollywood as a traffic supervisor, has joined Mutual New York as night program supervisor.

**TED COTT**, program director of WNEW New York, is the father of a boy.

**LT. DICK ROSS, AAF** navigator and former announcer of KHJ Hollywood, is on his way home after liberation from a German prison camp by Gen. Patton's Third Army. Lt. Ross was shot down over Germany on Aug. 23, 1944.

**JACK ROURKE**, former producer of N. W. Ayer & Son, Hollywood, has been named production manager of Don Lee Broadcasting System. He succeeds **HAL BERGER**, now freelancing.

**KEITH THOMPSON**, script editor of WOR New York, for his three-act play "Archangel", has won one of the $100 prizes in the John Golden-Columbia U. playwriting awards.

**DICK GILBERT**, record m.c. of WHN New York, has become a member of the Twenty Year Club, radio veteran organization headed by **H. V. KALTENBORN**, NBC commentator. Mr. Gilbert started in radio as a crooner on WHAS Louisville, Ky.

**JOHN ORNER**, formerly of KSCJ Sioux City, Ia., to KXOK St. Louis as announcer.

**ORVILLE A. HITCHCOK**, former writer-producer in the radio department of Committee on Economic Development, is now administrative assistant to **GEORGE V. DENNY Jr.**, moderator, "Town Meeting of the Air", Blue, and president of Town Hall Inc., New York.

**CY CASPER**, released from the Army, has returned to KMOX St. Louis as special events and war programs announcer. **KENSINGER JONES** has been added to the continuity staff replacing **MARCELLUS MURPHY**, to the Army. Mr. Jones is also an ex-serviceman.

**A. BURKE CROTTY**, released from the Army, has returned to NBC television department as producer of field telecasts.

**JACK GOODMAN**, with WNYC New York since 1938 as news editor, publicity director, operations and continuity chief, has resigned effective June 1 to join KLO Ogden and KALL Salt Lake City, new 1,000 w station expected to begin operations this summer.

**DOUGLAS STOCKLEY**, released from the Canadian Army, has returned to the head-office of the CBC at Ottawa.

**JESS KIRKPATRICK**, WGN announcer, has taken a six-month leave of absence to go to the West Coast.

**HERB DOHLEN**, announcer, from WMAL Washington to WOL Washington. He is an ex-Marine.

**JON ARTHUR**, formerly of WLW Cincinnati, and **ALAN KEYES** of NBC Chicago, have joined CBS Hollywood announcing staff.

**JAMES MOULDS**, new to radio, to CBR Vancouver as announcer.

**FRANK E. ROBERTS**, released from the Army and recently with WIRE Indianapolis, to WHIO Dayton, O., as announcer.

**RUSSELL PATCH**, from KDTH Dubuque, to announcing staff of WIND Chicago.

**JIMMY SIMPSON**, 17-year-old staff announcer of WWDC Washington, was inducted into the Coast Guard May 26 in a broadcast ceremony.

**LARRY HAEG**, farm service director of WCCO Minneapolis, is the father of a boy.

**ROBERT DWAN**, NBC Hollywood producer, has enlisted in Maritime Service. **JOHN MORRIS**, for 14 years network engineer, has taken over Mr. Dwan's duties.

**ED LUDES**, assistant manager of NBC Hollywood sound effects department, is the father of a boy born May 18.

**EILEEN OBERLING**, former continuity chief of WTAD Quincy, to WIND Chicago as assistant program director.

**ORVILLE FOSTER**, former program director of WHOT South Bend, Ind., to WIND Chicago as musical director.

**TOBY BRITTON** has joined WMAN Mansfield, O., announcing staff.

**JOHN KANNAWIN**, for two years director of the overseas unit of the Canadian Broadcasting Corp., has been appointed program director of CJBC Toronto.

# NEWS

**PAUL NEILSON**, who has completed a lecture tour for the aviation industry, has joined WBBM Chicago news staff as analyst and commentator. Mr. Neilson formerly was AP radio editor in New York and a member of the BLUE news staff in Washington and New York.

**W. E. DEBNAM**, commentator sponsored on WPTF Raleigh, N. C., for four years by Smith-Douglas Co., Norfolk, left May 27 for a three-month Pacific tour to interview servicemen and women from the WPTF area. He will record "Report from the Pacific" series. **FRANK H. JETER**, agriculture editor of the State College Extension Service and Experiment Station, has been added as farm commentator.

**CKTB** St. Catherines, Ont., CJAT Trail and CKLN Nelson, B. C., have subscribed to Press News Service, bringing total of Canadian stations using PN to 46.

**FRED JOHNSTONE**, newsman and announcer of WSYR Syracuse, has joined the announcing staff of WHN New York.

**JOHN M. CARLISLE**, war correspondent for WWJ Detroit, has started a new series of broadcasts from the northern Luzon fighting front in the Philippines. Programs are recorded in Manila.

**CHARLES SARJEANT**, member of the news staff of WCCO Minneapolis, has married Kap Simpson.

**CHARLES ROMAN** has joined the Mutual news department replacing **DAN O'FLAHERTY**, resigned. Formerly with the NBC news staff and with Press Assn., Mr. Roman was recently released from the RCAF after three years service.

**STONEY McLINN**, managing director of the Philadelphia Sandlot Baseball Assn. and WIP Philadelphia sportscaster, was honored May 28 by a testimonial dinner at the Bellevue-Stratford Hotel. Proceedings were broadcast by WIP.

**OVERSEAS News Agency**, New York, is issuing a quarter-hour foreign news commentary based on reports from ONA correspondents at home and abroad. Script is divided into three parts, (1) war news commentary by **FLETCHER PRATT**, analyst; (2) the "inside story", and (3) a human interest story of people behind the news. Script is available to stations for presentation on sustaining or sponsored basis.

**CPL. WALTER KANER**, former director of publicity and special features of WLIB New York and currently in Germany, has been awarded the Combat Infantryman Badge for "satisfactory performance of duty in ground combat against the enemy".

**NELSON G. PRINGLE**, CBS Hollywood news analyst, returned to West Coast headquarters in late May after seven weeks of constant C-54 flying during which he covered approximately 25,000 battle-front miles throughout the Pacific area.

**ART FELDMAN**, newly appointed head of the Blue London office, has started a commentary Sun. 1:15-1:30 p.m., replacing **GEORGE HICKS**, expected back momentarily.

**PAUL MANNING**, war correspondent for WOR New York and Mutual, writing from a camp near Magdeburg, Germany, reported that he would make his way to Paris and SHAEF headquarters in a Mercedes-Benz, which he admittedly "looted" from Gestapo headquarters. Mr. Manning said he had an Army certificate of temporary ownership permitting him to drive anywhere in ETO, "so now Mutual has a staff car on the continent".

# The KATZ AGENCY, INC.

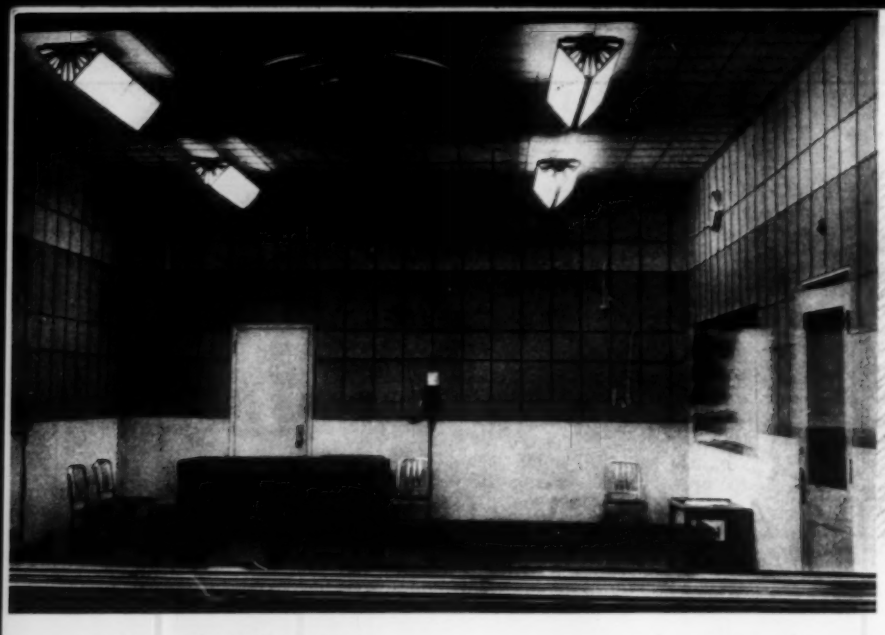
## Announces

The completion, on June 1, of the first project of its audience research department:

***The WNAX Listener Diary****

This survey records the listening habits of 200,000 radio families in an important and predominately rural mid-western market. Findings are now available to agencies and advertisers.

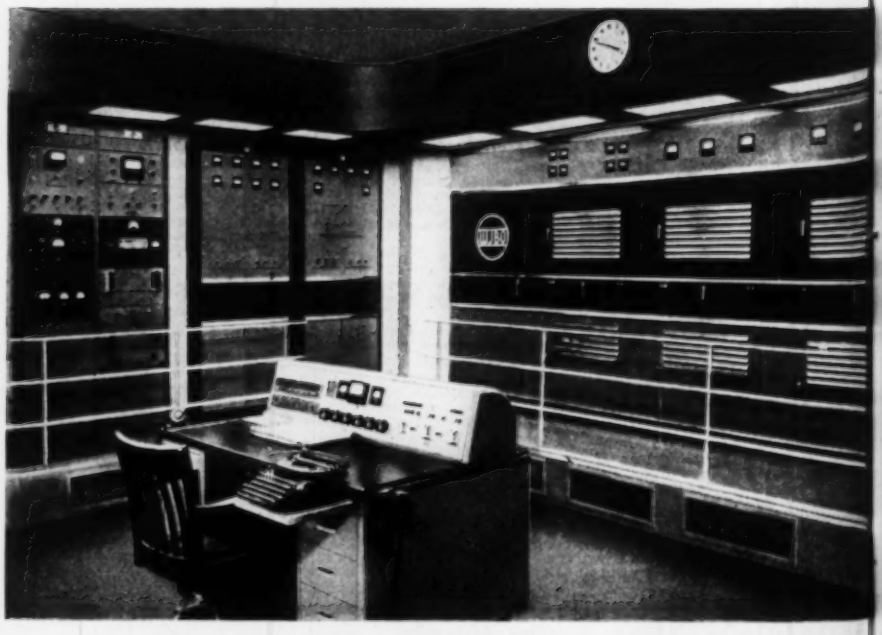
* *Conducted during the week of March 19, 1945*



# FM Equipment

*One of the studios used interchangeably by FM station WBRL and AM station WJBO. RCA-Type 44-BX Microphones are used in this studio, in the smaller announce-type studio, and in the large, auditorium-type studio.*

*The specially built RCA control console in the master control room shared by WBRL and WJBO. Individual panels control the output from three studios. Network lines and remotes are controlled from a fourth panel. The push-button selector system in the center panel allows any program to be fed to each of the three output lines (one AM, one FM, one spare or network).*



*The transmitter room shared by WBRL and WJBO. The 1 KW FM Transmitter is the unit just left of center in this picture. At the far left are racks containing the FM audio input and monitoring units. At the right is the 5 KW AM transmitter. Not shown in this picture are the AM audio and monitoring racks and AM phasing units. All of the equipment in this picture is of RCA manufacture.*

# Station WBRL uses RCA from Microphone to Antenna

WBRL, the FM station of the Baton Rouge Advocate and State Times, uses RCA equipment throughout. In the studios are RCA 44-BX Microphones; in the control room is a special RCA-built master control console. At the transmitter building are an RCA FM-1-A Transmitter and RCA frequency and modulation monitors. The antenna is an RCA-developed, six-bay, square-loop antenna.

WBRL is a sister station of WJBO, the AM station operated by the Baton Rouge Advocate and State Times. It is interesting to note that WJBO, like hundreds of other AM stations, is also completely RCA equipped. Operators of AM stations know the meaning of "RCA all the way." And they know that in RCA FM equipment they will find the same dependability and the same advanced design features that they have come to expect in RCA AM equipment.

Operators of both AM and FM stations — and station applicants — can make reservations right now for early delivery of RCA postwar broadcast equipment. For information on our Broadcast Equipment Priority Plan, write to Broadcast Equipment Section, RADIO CORPORATION OF AMERICA, Camden, New Jersey.

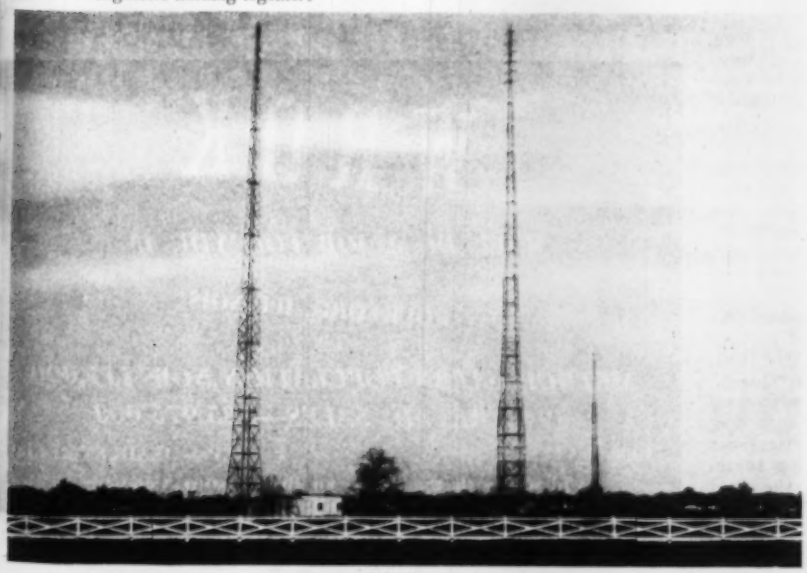
*Buy More War Bonds*

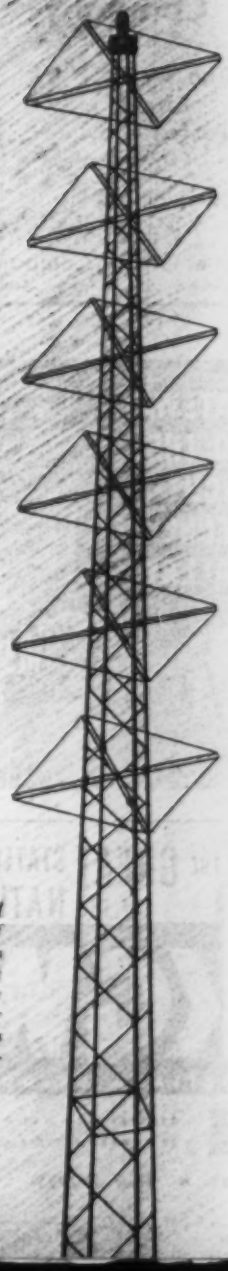
**RADIO CORPORATION OF AMERICA**

**RCA VICTOR DIVISION • CAMDEN, N. J.**

**In Canada, RCA VICTOR COMPANY LIMITED, Montreal**

*The transmitter plant of WBRL-WJBO. The AM antenna system consists of two 300-ft. and one 500-ft. (center) tower. The FM antenna system is mounted at the top of the latter. It is fed by a concentric transmission line from the transmitter building in the foreground. The entire layout was designed by WBRL and RCA engineers working together.*





*A close-up of the six-bay FM antenna mounted on top of the 500-ft. AM tower. This antenna consists of square loops mounted around the tower. It was specially designed by RCA engineers to answer a particular mounting problem.*

*Watch!*

Homer Griffith Company

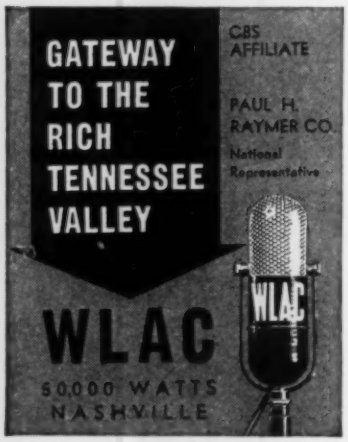
Radio Station Representatives

The West's Largest Fastest Growing Organization

*"We know the West We sell the West"*

Homer Griffith Company

Hollywood San Francisco Seattle




ONE OF THE GREAT STATIONS OF THE NATION

KGW

PORTLAND OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.


# OWI Impressions Pass Billion Mark

### Record Week Is Attained in War Message Program

AN AVERAGE of over 10 impressions per radio listener was scored by OWI Domestic Radio Bureau war message announcements on network and local stations during the week beginning May 14, bringing the grand total of listener impressions in any seven-day period over the billion mark for the first time.

The intensified allocation plan, with its 1,003,608,000 impressions secured during the May 14 week, represents an increase of 50% over the same week in 1944. The increase over the previous week was 18%. Total impressions for 1945 up to the end of the May 14 period were 15,109,811,000.

The figures do not include additional voluntary efforts by network or local programs on behalf of war information campaigns. In estimating the impressions per radio listener, a base of a 100 million listeners is used. This takes into consideration the fact that some of the population do not listen but that there is a considerable audience of children who listen to programs especially slanted toward them, as well as to regular fare. They also partake in many war campaigns.

The Seventh War Loan accounted for 57% of the week's impressions, which were obtained from war messages on 541 network and national spot programs and 43,218 station announcements on 893 U. S. radio stations plus one special event in behalf of 25 war information campaigns.

Individual allocation plans contributing to the overall figure made the following number of impressions:

Network Allocation plan—587,700,000.
Special Assignment plan—312,037,000.
Station Announcement plan—63,000,000.
National Spot & Regional Network plan—40,391,000.
Special Events—480,000.

## Buys Film Rights

UNITED ARTISTS Corp., New York, has purchased from Raymond R. Morgan Co., Hollywood production and advertising agency, film rights to *Queen For Today*, Mutual sustainer heard in New York Mon. thru Fri. 2:30-3 p.m. E. A. Golden will produce the film, budgeted at $1,000,000. Deal was transacted within three weeks after the program took to the air, possibly establishing a speed record for purchase of a radio show by a film company. Scripting was under way last week and casting is to be announced shortly. With Dud Williamson as m.c., a "Queen" is chosen each day on the Mutual program, and then taken on a tour of shopping and entertainment spots in the city, returning to report on her adventures the next day, when a new queen is selected.

# PROMOTION

GOLD CUP was awarded KALE Portland, Ore., as winner of "Red Ryder" program promotion contest staged by Langendorf United Bakeries, San Francisco, sponsor of thrice-weekly western series on 10 Don Lee Pacific stations. Station covered all community publications with program display ads as well as combination of Red Ryder promotion with that done for other children's programs. Trophy cup presentation was made to Leith Abbott, head of KALE publicity-promotion department, by J. E. Calnon, Portland plant manager for Langendorf. Award remains on display until 1946 when another promotion contest will be staged.

**Replacement Promotion**

TO PUBLICIZE "The Adventures of Topper", which starts June 7 on NBC, Tuesday 8:30-9 p.m., as summer replacement for "Dinah Shore's Open House", Benton & Bowles, New York, agency for General Foods Corp., sponsor of the series, has sent copies of the Thorne Smith novel on which the Topper broadcasts are based to radio editors. Invitation to hear first broadcast is pasted on the fly-leaf and a signed photo of Roland Young, star of the series, is enclosed.

**Mutual Campaign**

PROMOTING the accelerated pace of the Mutual program department under the leadership of Phillips Carlin, as evidenced by the recent launching of 16 new programs for a total of 13 hours a week of new radio material, the network has started a new business press advertising campaign built around the slogan "Where Showmanship Means Business".

**WMRN Farm Show**

BROADCAST as part of the "Friendly Farmer Hour" on WMRN Marion, O., was a dinner given by the station for local members of the Future Farmers of America who had earned the state farmer award as guests of honor. John Odson, state director of agriculture and his assitant, Byron Sandles, were speakers.

**War Coverage Book**

STORY of the last 338 days of the German war, recording the highlights of military actions which culminated in the unconditional surrender of the Third Reich, is told in a well illustrated book issued by NBC. Story sequence follows network's coverage continuity from June 5, 1944, through May 8, 1945.

**New Affiliation Promotion**

EXTENSIVE promotion is being used by WCMI Ashland, Ky., Nunn station, to announce affiliation with CBS June 15. Bus cards, daily newspapers, trade journals, billboards, direct mail and air announcements are employed.

**Story on WTAG Project**

WTAG "Worcester and the World" project to promote international understanding is subject of lead article of June "Magazine Digest".

**Neblett Folder**

NEBLETT Radio Productions, Chicago, outlines features of its package show "So the Story Goes" in a file-folder presentation bearing on the cover a microphone with simulated cut-out tag for insertion of potential client's or agency contact name. Included is biographical material on Johnnie Neblett, producer-narrator, program personnel and reprints of Neblett trade ads.

**WLS Reprints**

WLS Chicago has issued a brochure containing reprints of seven recent trade paper advertisements in the "WLS Voice of a Friend" series. Release is printed on white enameled stock in two colors and describes reception granted WLS personnel in the homes of Midwest America for the past 21 years.

**Consigned to History**

ALBUM of recorded excerpts from programs carried by NBC on D-Day which were broadcast by WTIC Hartford were presented by Paul W. Morency, general manager of the station, to the Yale U. library, the Connecticut State Library and the library of the Hartford Board of Education.

**WAPI Brochure**

MAIL response to request program of recorded hillbilly and cowboy tunes, "Alabama Hayloft Jamboree", is subject of brochure published by WAPI Birmingham. Results obtained by sponsor, Hubinger Co. (Quick Elastic Starch), also are featured plus program's rating and cost.

**Waring Album**

NBC, in connection with Fred Waring's return to the network on June 4, sent about 200 albums of eight Waring Decca records to radio editors throughout the country. Album contains patriotic and service songs done by the orchestra and glee club.

**WOV Mail Piece**

WOV New York has issued a direct-mail piece on "Lest We Forget" authoritative accounts of Nazi atrocities which will be broadcast each evening up to the time of the war crimes trials. Piece quotes Walter Winchell's column lauding the program as "a nifty idea".

**Bible Series Promoted**

WGL Fort Wayne, Ind., is promoting "Chapel Garden" commercial series Sunday 5:30 p.m. by letters to all pastors who are members of the Fort Wayne Ministerial Assoc. calling attention to the dramatizations of well-known Bible stories.

**WGN Program Presentation**

WGN Chicago has issued a new brochure calling attention to station's program building prestige. The 16-page presentation embraces 11 WGN productions through advertisement reprints.


WROK

*WILL DO A JOB FOR YOU IN*

ROCKFORD, ILLINOIS

*METROPOLITAN POPULATION NOW 111,000*

*1944 RETAIL SALES—$85,975,000*

1000 WATTS REP.—HEADLEY-REED

Affiliated with the American Broadcasting Company

## ...WMAQ at 5:15 PM

Carson Pirie Scott & Co., one of Chicago's oldest and finest department stores, recently decided to inaugurate an institutional advertising campaign. Radio was chosen as the medium to reach the millions in the Chicagoland market, America's 2nd largest, where 2,855,700 families annually spend over $3,500,000,000.

Before selecting a station they checked station coverages and found WMAQ to be Chicago's number 1 station—the Chicago station most people listen to most.

And so Carson Pirie Scott & Co. currently sponsors "Variety at 5:15" on Monday, Wednesday and Friday evenings. They have joined the group of discerning advertisers whose programs over WMAQ make up radio's finest entertainment program schedule in the world.

WMAQ—morning, noon and night—reaches the people who listen and buy. Information concerning time availabilities furnished upon request.

FIRST in CHICAGO
WMAQ
NBC
50,000 watts

1945—RADIO'S 25TH ANNIVERSARY
—PLEDGED TO VICTORY

*The Chicago station most people listen to most*

**670 ON YOUR DIAL**

"THE SELLING POWER IN THE BUYING MARKET"

KWKH

THE SHREVEPORT TIMES STATION
Shreveport, La.

In the Ark-La-Tex Area, KWKH, with its 50,000 Watts is the No. 1 Medium with full coverage and SELLING POWER in this prosperous market.

The Branham Co

# Agencies

**WILLIAM J. SALSTROM,** with Compton Adv. since June 1944 as assistant research director, has been named research head. He formerly was associated with the Gallup Poll, and associate director, National Opinion Research Center of Denver U. He succeeds **ALFRED POLITZ,** who has resigned to devote full time to his own research organization. **BEN THOMAS,** at one time affiliated with the Detroit office of the former J. Sterling Getchell Inc., has joined the Chicago office of Compton Adv. to assist in servicing the Chicago division of Socony-Vacuum Oil Co. account.

**M. HELEN WHITMORE,** recently with Franklin Bruck Adv., New York, where she served on the Manhattan Soap Co. account, supervising radio and space copy, has joined the writing staff of the radio department of N. W. Ayer & Son, New York.

**HIXSON-O'DONNELL Adv.,** New York, has moved to larger quarters in the Empire State Bldg., occupying the entire west section of 74th floor. New phone is BR 9-5950.

**J. H. S. ELLIS,** president, Arthur Kudner Inc., New York, has been elected to the board of trustees of Elmira College, Elmira, N. Y.

**CHARLES CHAPPELL,** with Arthur Kudner Inc., New York, since 1935, has resigned to become a partner in John H. Owen Inc., New York agency, as executive vice-president. Name of firm will be changed to Owen & Chappell Inc.

**GLENHALL TAYLOR,** chief of Young & Rubicam Hollywood office, has arrived in New York for a seven-week visit. **LESTER GOTTLIEB,** radio publicity head, left New York last week for the West Coast for three weeks to plan promotion of network programs.

**BOZELL & JACOBS** has opened an office at 724 Baker Bldg., Minneapolis, with **TOM HASTINGS** as manager.

**WILLIAM ROUSEAU,** executive producer of McCann-Erickson, New York, moved to Biow Co. Hollywood office, June 1.

**HERALD BECKJORDEN, CHARLES G. LINDSAY** and **RICHARD TURNBULL** have been named assistant executive secretaries of the American Assn. of Advertising Agencies. **O. KARL GIESEN** is assistant treasurer, with **MRS. L. W. MacKENZIE** continuing as director of service.

**JERRY MORRISON,** special accounts contact man for Keeley Brewing Co., to Malcolm Howard Adv., Chicago, as account executive.

**MARIE MAZZULLA,** formerly in advertising department of Westinghouse Electric & Mfg. Co., Lima, O., has joined the radio division staff of Dan B. Miner Co., Los Angeles agency.

**JANE O'LEARY** has been appointed office manager of Glasser-Gailey & Co., Los Angeles agency, succeeding **ESTHER FRIEDMAN,** resigned.

**JACK BRIDGEWATER,** from Dancer-Fitzgerald-Sample, Chicago, as copy supervisor, to Campbell-Mithun, Chicago, as creative chief.

**GEYER, CORNELL & NEWELL,** New York, has leased additional space on the 20th floor of 745 Fifth Ave., to accommodate present and postwar expansion.

**CHESTER E. HARING,** 58, former vice-president of BBDO, New York, and at one time with Fuller & Smith & Ross, Cleveland, died last Wednesday in New York of a cerebral hemorrhage. At the time of his death, he was research director of the Committee for Economic Development.

**ARTHUR HURD,** media research director, J. Walter Thompson Co., New York (left) poses with W. G. Schoppmeyer, general export manager, Canada Dry International at the studios of XEW Mexico City, following a broadcast of Canada Dry's *Los Bocheros* program.

## Dallas, Atlanta Offices Are Opened by J-W-T

CHICAGO office of J. Walter Thompson Co. has announced opening of Dallas and Atlanta offices and of a new member with the Chicago staff. Dallas office is in the Irwin-Keasler Bldg. and will serve the branches and dealers in the Southwest for Ford Motor Co. Clyde E. Rapp, former account executive of the merchandising department of agency's Chicago office, is in charge.

Atlanta branch opened in Palmer Bldg. and handles Ford dealer advertising accounts of Atlanta, Charlotte, and Jacksonville. T. Russell Paulson, former account executive of J-W-T Chicago, is manager in Atlanta with Chester R. Curtis, former advertising manager for the Atlanta division of Armour Co., as his assistant.

Lt. Comdr. Victor C. P. Dreiske, recently assigned to inactive duty by the Navy, and previously in executive positions with three leading automobile companies since 1914, has joined the executive staff in Chicago to service Ford branches and dealers in the Chicago and Great Lakes region.

IN BOSTON IT'S

WHDH

850 on Your Radio Dial

5000 WATTS
DAY AND NIGHT

NATIONALLY REPRESENTED BY ADAM J. YOUNG, JR., INC.

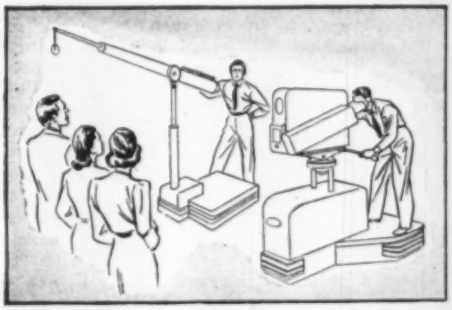
WSLI
JACKSON
MISSISSIPPI

WHYNOT, MISSISSIPPI?
This is a fine little community in Lauderdale County, Mississippi, but the question is—WHY NOT concentrate your advertising in JACKSON—metropolitan center of Mississippi's 539 MILLION dollar retail market.
WSLI—the "Double-Return" station, offers you maximum coverage of this market—at less cost!

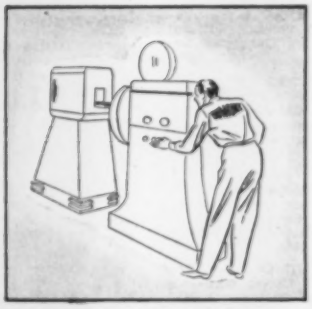
BLUE NETWORK
WEED & COMPANY
NATIONAL REPRESENTATIVES

# DuMONT—FOR THE TOOLS OF TELEVISION

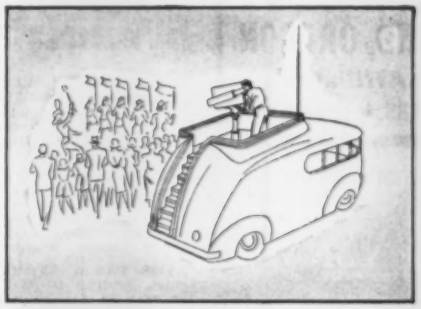
## DuMONT POSTWAR TELEVISION BROADCASTING EQUIPMENT



**LIVE TALENT STUDIO.** DuMont's Iconoscope Cameras pick up the scene and action. An electronic viewfinder enables cameramen to see exactly what looker-listeners see at home. DuMont's Sound Boom picks up voices and music.

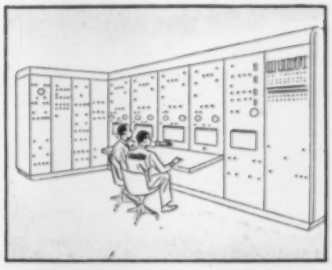


**FILM STUDIO.** Motion pictures, newsreels, commercials, etc., on 16 mm and 35 mm films require specially adapted projectors and DuMont Film Pickup Cameras.

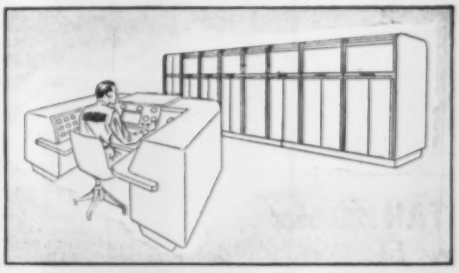


**FIELD EVENTS.** A DuMont-equipped Television Truck is a small station in itself . . . including cameras, control and sound equipment, relay transmitter and directional antenna. The relay receiver is located with the main transmitter.

**PRODUCER'S CONTROL DESK.** Monitors show scenes being picked up by different cameras . . . with the largest monitor showing the scene selected for broadcasting. The producer sees the scene exactly as looker-listeners see it on DuMont Telesets.



**MASTER CONTROL BOARD.** The Master Control Board is the heart of the television station. Engineers manipulate shading and other controls to add technical refinements with electronic artistry to all programs.



**TRANSMITTER AND CONSOLE.** All meters, oscillographs, controls and clocks are separately mounted in the console for safety, easy visibility and centralized operation. Video and audio signals (sight and sound) are transmitted from different antennae located on the same transmitting tower.

DuMont knows television. • DuMont has equipped more television stations than any other company. These stations are demonstrating the efficiency, the extreme flexibility, the rugged dependability and the greater economy of DuMont Television Broadcasting Equipment. • DuMont has pioneered in television station operation. It has thus set a broad profit pattern for postwar commercial television. • DuMont recognizes your needs. It offers the DuMont Equipment Reservation Plan which insures early peacetime delivery and personnel training. • Study television's economies—get in touch with DuMont today.

Copyright 1945, Allen B. DuMont Laboratories, Inc.

DuMONT *Precision Electronics and Television*

ALLEN B. DuMONT LABORATORIES, INC., GENERAL OFFICES AND PLANT, 2 MAIN AVENUE, PASSAIC, N. J.
TELEVISION STUDIOS AND STATION WABD, 515 MADISON AVENUE, NEW YORK 22, NEW YORK

KOIN
Our Thought, Effort and Facilities...
Pledged to Victory!
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS, Inc., Nat'l Rep.

HORACE N. STOVIN AND COMPANY
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

In the UTAH Market

The POPULAR Station
KDYL
SALT LAKE CITY
UTAH'S NBC STATION
National Representative JOHN BLAIR & CO.

MONEY TO BURN
Farmers in this six-state area never had more money in their lives. They're BUYING! WIBW can make them ask for your product.
WIBW The Voice of Kansas in TOPEKA

# SPONSORS

**MID-CONTINENT PETROLEUM Co.**, Tulsa, Okla. (Diamond D-X Products), May 22 started newscasts on WLS Chicago three-weekly 12:00-12:15 p.m. Agency is Potts, Calkins & Holden, Kansas City.

**W. & J. SLOANE**, Beverly Hills (home furnishings), May 22 started nightly half-hour program of recorded "Concert in Minature" on KFAC Los Angeles. Contract is for 39 weeks. William John Adv., Beverly Hills, Cal., has account.

**EDISON BROTHERS STORES Inc.**, Chicago (Burt Shoes), has signed for 65 station breaks on WMAQ Chicago. Agency, United Broadcasting, Chicago, is said to be planning use of other stations.

**ALEXANDRIA Dairy Products Co.**, Alexandria, Va., has started "You Are You", personality development series, on WOL Washington Sunday 10:45-11 p.m. Til forbid contract placed through Lewis Agency, Washington.

**LYON VAN & STORAGE Co.**, Los Angeles, adding to West Coast schedule on May 28 started daily spots on KECA KGO. Contracts for 52 weeks placed thru BBDO, Los Angeles.

**SUPERIOR SEAFOOD Co.**, Los Angeles (seafood products), has renewed five-weekly quarter-hour "Gospel Singer" on KECA Hollywood. Contract for 13 weeks placed thru Hillman-Shane-Breyer, Los Angeles.

**BECKMAN FUR Co.**, Los Angeles (retail furs), on July 8 starts weekly quarter-hour program of Xavier Cugat recordings on KFI Los Angeles. Contract is for eight weeks. Other Southern California stations will be added. Glasser-Gailey & Co., Los Angeles, has account.

**BLUE RIBBON Corp.**, Toronto (canned foods), has started live spots on 22 eastern Canadian stations announcing return of vacuum sealed jars. Agency is Cockfield Brown & Co., Toronto.

**PARAMOUNT PEST CONTROL Co.**, Oakland, Cal (insecticide), has signed for a 52-week varied spot schedule on KMPC KTMS KQW KFBK KWG KERN KFXM and McClatchy Network. Schedule will be expanded to Pacific northwest and Inter-mountain stations. Account is handled by Ad Fried Adv., Oakland.

**H. R. DAVI Co.**, Oakland, Cal. (Miracle Foam furniture and upholstery cleaner), has started a 52-week varied spot schedule on KQW KROY KTMS KMJ KERN KWG KOH KFBK KPO KSRO and the McClatchy Network. Campaign will be expanded to major Pacific Coast cities. Agency is Ad Fried Adv., Oakland.

**FREDERIC W. ZIV Co.**, Cincinnati, new business for "Korn Kobblers" quarter-hour transcribed library series includes: WDAY Fargo, N. D., five-weekly for 52 weeks effective June 1; Bowman Bakery, Roanoke, Va., three-week'y for 52 weeks on WDBJ Roanoke; KILO Grand Forks, N. D., three-weekly for 33 weeks, and Galveston Houston Brewery (thru Ruthrauff & Ryan), three-weekly on KVIC Victoria and KRIS Cornus Christi, Tex. Quality Dairy Co., St. Cloud, Minn., has signed for weekly quarter-hour "Manhunt" series for 52 weeks on KFAM St. Cloud.

**PALM DAIRIES**, Vancouver (ice cream), has started weekly musical program on 14 western Canadian stations. Agency is Stewart-Lovick, Vancouver.

**CAMPBELL FINANCE Corp.**, Toronto (small loans), has started five-minute musical program weekly on CKEY Toronto. Agency is Ronalds Adv., Toronto.

**CANADIAN INSECTICIDE & CHEMICAL Co.**, Toronto, has started twice-weekly spots on a number of Canadian stations. Account was placed by Locke, Johnson & Co., Toronto.

**BARBARA ANN BAKING Co.**, Los Angeles (bread, cake), increasing Southern California schedule on May 29 started twice-weekly quarter-hour "Mirandy's Almanac" on KFI. Contract is for eight weeks. Scholts Adv. Service, Los Angeles, has account.

**CHAMP LABS. Corp.**, Toronto (Champ cleanser), has started a Saturday night half-hour barn dance on CKNX Wingham, Ont. Agency is J. J. Gibbons Ltd., Toronto.

**CROWN MILLS**, Portland, Ore., is sponsoring "Five-Minute Mysteries", NBC Radio Recording syndicated program, on KEX KAST KMED KOOS KORE KRNR KUIN KSJM KWIL KELA. Agency is W. S. Kirkpatrick Adv., Portland. Series has also recently been sold to WTAG WENY KNOE KNOW KOB WALA WSAI WSAZ WTSP KGU WSOC WOOD WMBG WWNY KXOX KSRO, NBC reported.

**PURE FOODS Co.**, Mamaroneck, N. Y. (Herb-Ox bouillon), on June 4 starts for 13 weeks thrice-weekly participation in "Art Baker's Notebook" on KFI Los Angeles. Agency is J. M. Mathes Inc., New York.

HANDSHAKE by William A. McGuineas (l), commercial manager of WGN Chicago, and Louis Goldblatt, of Goldblatt Bros., Chicago dept. store, confirms signing of contract for 52 weeks of four consecutive quarter-hours six days per week on WGN. Involving approximately $150,000, contract covers *Record Reville, Meet the People, Musical Merry-Go-Round* and *Your Girl Friend*. Other approving smiles belong to Walt Schwimmer, Schwimmer & Scott, Chicago, and Bill Anson, m.c. of the shows.

**DOUGLAS AIRCRAFT Co.**, Santa Monica, Cal. (help wanted), adding to Southern California spot schedule on June 1 for four weeks or more started thrice weekly five-minute program on KFI. Agency is The Essig Co., Los Angeles.

**AMERICAN Institute of Food Products Inc.**, New York, on June 5 starts weekly half-hour television program on WABD New York. Booked for 52 weeks, program will feature discussion between a food buyer from a chain or wholesale firm and a food broker, talking about food shortages, food available, etc. Food products of various institute member firms will be displayed. Business placed direct.

**CAT'S PAW RUBBER Co.**, Baltimore (soles and heels), has started twice-weekly transcribed spots on CKEY Toronto. Agency is S. A. Levyne Co., Baltimore.

**CRYSTAL BEACH Co.**, Buffalo (summer resort), has started thrice-weekly spots on CKEY Toronto. Agency is Baldwin & Strachan, Buffalo.

**BU-TAY PRODUCTS Inc.**, Los Angeles (Raindrops), on May 22 for 52 weeks started participation in "Meet the Missus" on eight CBS Western stations, Tuesday 2:45-3 p.m. Agency is Glasser-Gailey & Co., Los Angeles.

**EVANS FUR Co.**, Chicago, begins sponsorship June 4 of Vic Brown's package, "G.I. Joe's Problems" on WGN Chicago Monday thru Friday 6-6:15 p.m. Contract for 52 weeks placed by State Adv., Chicago.

**ATLAS CHEMICALS**, Toronto (Wypof cleanser), has started spots daily on a number of eastern Canadian stations. Agency is Ellis Adv., Toronto.

## *RADIO SALES TEST SHOWN BY HOOPER*

"ECONOMY, speed and the stability of the large sample" were cited as three virtues of a method of measuring radio's selling effectiveness which was described May 23 by C. E. Hooper, president, C. E. Hooper Inc., at the CCNY Conference on Radio and Business [BROADCASTING, May 28].

Assuming that if listening or not listening to a program can be established between two groups within a random sample of a population, other advertising than radio falls with equal effect on listener and non-listener, the technique compares telephone homes listening to a program (determined by the regular Hooper interviews) with a cross-section of random telephone homes (which may be listeners or non-listeners).

Listener homes are recontacted coincidentally with the random sample and all are asked what brand of the type of product they last bought and then if they ever listened to the radio program. Answers of the cross-section group give a "brand rating" which serves as a base for measuring the effectiveness of the "listener brand rating" of verified listeners to the advertiser's program.

Technique, revealed for the first time at the Conference, has been used for four products for 18 months, Mr. Hooper reported.

## Lorrillard Replaces

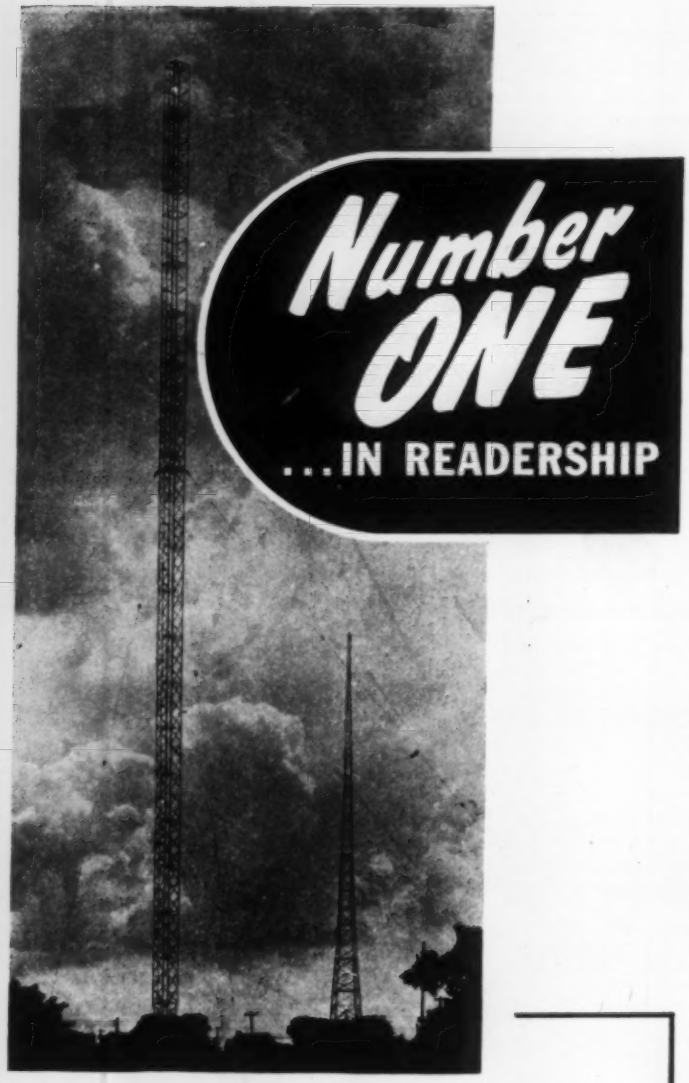
P. LORRILARD Co., New York (Old Gold cigarettes), on June 17 replaces for 13 weeks *Comedy Theatre* with *Meet Me at Parky's* on NBC, Sunday, 10:30-11 p.m. (EWT). Summer replacement comedy series is based on an idea by Joe Rines and will star Parkyakarkus (Harry Einstein). Talent includes Betty Rhodes and Dave Street, singers, with Opie Cates orchestra. Bob Williams will announce. Hal Fimberg of Lennen & Mitchell is producer. If approved by sponsor after first 13 weeks, comedy series may continue through fall replacing *Comedy Theatre*.

BLUE NETWORK
WFMJ
YOUNGSTOWN OHIO
28th METROPOLITAN DISTRICT
MORE LISTENERS PER DOLLAR
Ask HEADLEY-REED
New York, Chicago, Detroit, Atlanta, San Francisco

**DETROLA RADIO**

DIVISION OF INTERNATIONAL DETROLA CORPORATION

DETROIT 9, MICHIGAN




## Why ADVERTISING AGE Gets Top Readership

A copy judging contest to rate the best mail-order advertisements published by the International Correspondence Schools in 1944 resulted in 460 readers of ADVERTISING AGE submitting entries—as the result of one news story describing the competition!

A media executive whose recent market study was listed in a single paragraph in "Information for Advertisers," a weekly column in ADVERTISING AGE, received 300 requests for 500 copies of his survey!

A company announcing a new statistical service ran a single page advertisement in ADVERTISING AGE and received 220 signed coupons asking for more information!

Why this tremendous editorial and advertising response from the readers of ADVERTISING AGE? We have prepared a brochure, "Do We Have What it Takes?" to describe this phenomenom of editorial power, which explains why ADVERTISING AGE consistently tops all other general advertising publications in readership studies made independently by media, agencies and manufacturers.

Send for your copy today!

**Advertising Age**

*The National Newspaper of Marketing*

100 E. Ohio St., Chicago 11 • 330 W. 42nd St., New York 18

## Four Resign from FMBI; Five Others Are Dropped

FOUR MEMBERS have resigned from the FM Broadcasters Inc. and five others were dropped, four for nonpayment of dues, it was learned last week following the FMBI Chicago Board meeting of May 24, [BROADCASTING, May 28]. Resignations were accepted from Wisconsin Network, Wisconsin Rapids; Radio Division, Bendix Aviation Corp., Baltimore; Great Trails Broadcasting Corp., Dayton (WING); G. W. Covington Jr., Montgomery, Ala. (WCOV).

Membership of Lt. Col. A. A. Schechter, radio officer on Gen. MacArthur's staff who plans to retire shortly, was dropped inasmuch as Col. Schechter "is in the service and has been out of contact with the association". These four members were dropped for nonpayment of dues: James F. Hopkins Inc., Detroit (WJBK); Houston (Tex.) Printing Corp. (KPRC); Star-Times Publishing Co., St. Louis (KXOK); WBNY Buffalo, N. Y.

## Senate Communications Group to Miss Berlin

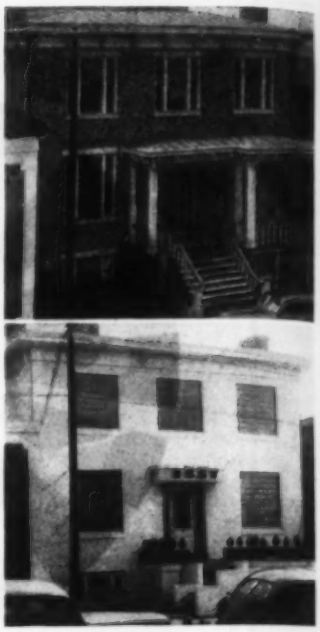
BERLIN has been ruled out on the itinerary of the Senate Interstate Commerce subcommittee, now inspecting international communications in Europe with FCC Chairman Paul A. Porter and military officers [BROADCASTING, May 21, 28].

Headed by Sen. Burton K. Wheeler (D-Mont.), chairman of the Standing Committee, the party last week went to Italy. Sen. Wheeler was quoted in news dispatches as saying that while permission had not been denied his group to visit the German capital, he was told such a trip would be "inadvisable". With the officials is Ed Craney, head of KGIR Butte, Mont. and the Z-Bar Network, who accompanied the Senators as Chairman Wheeler's adviser.

## Seek Local CP

APPLICATION for a new local station on 1450 kc with 250 w and unlimited time at Orangeburg, S. C., has been filed with the FCC by The Observer Radio Co. New corporation is composed of Paul Brown, vice-president and 10% owner, commercial manager of WAIM; Robert L. Easley, secretary and 50% owner, former broadcast engineer and assistant manager of WAIM now on leave to the Navy from the South Carolina State Radio System; Frank B. Best, president and 13 1/3% owner, holder of a third interest in the *Orangeburg Observer*, weekly advertising publication, and Frank B. Best Jr., 13 1/3%.

PUBLIC viewing of "Command Performance", transcribed G.I. program produced by Armed Forces Radio Service, will be staged for first time in a joint radio-film War Bond premiere at Grauman's Chinese Theatre, Hollywood, on June 14.



EXAMPLE of ingenuity in remodeling an old house into a modern radio studio is this "before and after" picture of WSSV Petersburg, Va., which went on the air in May in time to broadcast V-E Day. Station operates on 1240 kc with 250 w power and is owned by Louis H. Peterson, president, and Jonas Weiland, vice-president.

## German Council

ADDITIONAL list of Army officers and civilians holding top spots in the U. S. Group Control Council for Germany [BROADCASTING, May 14] includes: Brig. Gen. Robert A. McClure, head of information control service, in charge of press, radio and all forms of German public expression; Brig. Gen. Frank A. Allen Jr., director of public relations; Maj. Gen. Oliver P. Echols, deputy for communications; Brig. Gen. Frank C. Meade, director of internal affairs and communications division. Among other Signal Corps officers assigned to GCC are: Maj. J. E. Norton of CBS; Maj. W. B. Campbell of Radio Television Institute; 1st Lt. J. W. Dobbs of WARM Scranton, Pa.

WJJD CHICAGO'S LARGEST INDEPENDENT STATION

# THE WHITE SOX AND WJJD

## *Sure are Popular in Chicago*

**EX-MARINE**

***Jack Brickhouse***

This versatile nationally-known sports announcer has, during his career, broadcast football, boxing, basketball, and the Democratic and Republican Conventions in 1944—a major feat.

***A Special C. E. Hooper Baseball Survey Made Sunday, April 22nd, 1945, Reveals:***

| LOCAL TIME | WJJD | STATION "A" | STATION "B" | STATION "C" | STATION "D" | STATION "E" | STATION "F" | STATION "G" | STATION "H" | OTHERS |
|---|---|---|---|---|---|---|---|---|---|---|
| 1:30 to 5:30 P. M. | 4.2 | 0.5 | 2.8 | 2.4 | 4.3 | 0.3 | 6.1 | 1.2 | 5.7 | 0.8 |

**WJJD Broadcasts the Chicago White Sox Games Exclusively!**

**WJJD, INC.**
230 North Michigan Avenue
Chicago 1, Illinois

**PAUL H. RAYMER**
366 Madison Avenue
New York City

A *Marshall Field* STATION 20,000 WATTS

Complete

DUPLEX DETAILS

NOW AVAILABLE!

Fresh off the presses, a 12-page bulletin on the new, amazing Duplex Speaker is now available . . . jam-packed with engineering and technical data, performance curves and distribution characteristics. Details of the Dividing Network, A323 Amplifier and attractive cabinets also included.

SEND FOR YOUR COPY TODAY

ALTEC

LANSING CORPORATION

1210 TAFT BUILDING • HOLLYWOOD 28, CALIFORNIA
250 WEST 57 STREET • NEW YORK 19, N. Y.
IN CANADA: NORTHERN ELECTRIC COMPANY


## *HIGH RECORD IS SET BY OKINAWA SHOWS*

A RECORD 175 broadcasts from Okinawa to American networks came through during the first three weeks of the invasion and over a million words of press copy were filed for April. All broadcasts were made aboard ships of the Pacific Fleet over Navy facilities. Many programs were aired during Japanese suicide plane attacks, with ack-ack guns plainly audible. Navy shore transmitters will handle broadcasts from Okinawa after the amphibious forces move on to new objectives.

The Navy radio studios at Guam were the coordinating center for the broadcasts from the war correspondents covering Okinawa. From Guam studios other network newsmen rounded out the story of the Navy's Pacific action, bringing the total number of broadcasts to 430 out of Guam for April.

Aboard ship, handling the radio facilities were Lt. Bruce Dennis, formerly news and special events man for WGN Chicago; Lt. Richard L. Linkroum, ex-CBS; Lt. (jg) Paul Monroe, ex-CBS and NBC; Radio Technician Eugene C. Phillippi; and Radio Technician Charles K. Chrismon.

Under a pool arrangement, all shipboard programs are available to all networks.

## Ryan Statement Thanks Papers for Appreciation

APPRECIATION to the newspapers of America is expressed in a statement from J. Harold Ryan, president of the National Association of Broadcasters, released in the form of an advertisement available to stations and nets.

The ad, addressed "To the Newspapers of America" and signed Mr. Ryan and the station using it, is quoted in full:

We of the broadcasting industry wish to express our appreciation to the newspapers of America for the manner in which they recognized our performance in the public interest on VE Day.

Truly our facilities and our ability as broadcasters were taxed to the utmost on this momentous occasion. Three events of the past year have called upon our every resource in the proper discharge of our public trust. These three events were D Day, the loss of Franklin Delano Roosevelt and VE Day.

The acknowledgments of our friends and contemporaries, the newspapers of America, which resulted from the performance of our duty and privilege as broadcasters during those fateful hours, will live long in our memory.

A free radio in its 25th year desires to renew with a free press the resolution to preserve uncensored and unimpeded the channels of communication which are the heritage of a free people.

## French Stations

LATEST step in establishment of a number of French-language broadcasting stations in Saskatchewan is the sending to Quebec of Most Rev. M. J. Lemieux, Bishop of Gravelbourg, Sask., to open a subscription campaign for the establishment of French-language stations in the prairies. One such station at St. Boniface, Man., was recently recommended for license by the Canadian Broadcasting Corp. [BROADCASTING, May 14].

NEWS-WISE conference ensued when commentator and staff huddled for the initial broadcast of *Jim Doyle—Commentator*, on 39 Don Lee Pacific stations. Standard Oil of California is sponsor on 52-week basis. Script-confabbers (l to r) are Mr. Doyle, Bud Rutherford, writer; Wally Ramsey, announcer; Wayne Tiss, Hollywood vice-president of BBDO, agency servicing the Standard Oil account.

## CAB Will Meet in June; WAB August Session Set

PROBLEMS resulting from the end of the war in Europe will be among business to be discussed at the meeting of the board of directors of the Canadian Assn. of Broadcasters at Toronto June 18-19. CAB board does not expect to meet with the board of governors of the CBC until later in summer.

Annual meeting of the Western Assn. of Broadcasters, consisting of western Canadian stations, is scheduled August 6-7 at the Palliser Hostel, Calgary, it has been announced by G. R. A. Rice, CFRN Edmonton, WAB president. Recommendations for presentation at next CAB meeting will be considered.

## Dazey Schedule

DAZEY Corp., St. Louis (kitchen aids and gadgets), is now using 25 major stations in a series of daytime spots to revive the Dazey name for present owners and to acquaint new generation with Dazey products to include new postwar items. Theme is to wait for quality Dazey products instead of stocking up now with competitive merchandise. Agency is Anfenger Adv., St. Louis.


FOR THE "World's Best Coverage of the World's Biggest News"

UNITED PRESS

*Now you can talk to the Farmers of Oregon and Southern Washington...*

# KALE PRESENTS

## PORTLAND'S ONLY RADIO FARM SERVICE DEPARTMENT AND PROGRAMS

# "Pay Dirt"

Featuring one of radio's foremost agricultural broadcasters

## BURTON HUTTON

DIRECTOR

Burton Hutton is widely known in Pacific Northwest agricultural circles... for seven years Director of Agricultural Broadcasting at KOAC, the Oregon State College station, later Assistant General Agricultural Development Agent for the Great Northern Railway.

KALE's Farm Service Department is the first full-fledged service of its kind to be established by any Portland radio station. In the few months of its existence it has already achieved wide popularity in its listening territory—the rich agricultural districts of Oregon and Southwest Washington. This fertile empire with 43,480 farms has a farm and rural population of 402,156 according to the 1940 U. S. Census.

PAY DIRT, the program of KALE's Farm Service Department, is broadcast twice daily except Sunday from 6:30 to 7:00 a.m. and from 12:15 to 12:30 p.m. Offers timely and reliable information on markets, weather, farm gardens, crop and livestock production and news of 4-H, FFA and farmers organizations.

Pictured above are members of KALE's Farm Service Advisory Committee, comprised of 20 county agents and prominent farmers who meet with Farm Service Director Hutton at regular intervals.

**Announcement participation is now available on PAY DIRT. For information see any KALE representative.**

**KALE**
*IT'S MUTUAL*

**PORTLAND, OREGON**

NATIONAL REPRESENTATIVES • JOHN BLAIR & COMPANY

# First Test by Supreme Court Of FCC's Licensing Powers

## Writ of Certiorari Against Regulatory Body Granted in WKBZ Appeal of Fetzer Grant

FOR the first time in the existence of the FCC or its predecessor the Federal Radio Commission, the U. S. Supreme Court has granted a writ of certiorari against the radio regulatory body. Last Monday the court handed down a favorable memorandum opinion on the petition of Ashbacker Radio Corp. [BROADCASTING, April 30, March 19] for a review of a decision by the U. S. Court of Appeals for the District of Columbia which had upheld the FCC in the grant of a frequency dispute by the plaintiff.

The case will be heard after the high court resumes sessions in October. The Court of Appeals will send the records on the case to the Supreme Court for consideration along with new briefs which must be submitted by both parties 30 days before oral argument.

The Solicitor General will represent the FCC in its grant of frequency 1230 kc in Grand Rapids to Fetzer Broadcasting Co. (WKZO Kalamazoo), principal owner of which is John E. Fetzer, Assistant Director of Censorship.

With Segal, Smith & Hennessey, Washington, as counsel, Ashbacker (WKBZ Muskegon) has succeeded in reaching the Supreme Court with the first case challenging the FCC's right to issue licenses as it sees fit. Ashbacker also had an application for 1230 kc for WKBZ, now operating on 1490 kc which it claims has poor propagation qualities. The former frequency is claimed to be the only one available for use in the area and the distance between Grand Rapids and Muskegon being less than 50 miles, both cannot use it.

Ashbacker's complaints are:

1—The grant to Fetzer was made without hearing and since both applications are mutually exclusive, it automatically had the same effect as actually denying hearing to Ashbacker.

2—WKZO has offices in Grand Rapids and claims coverage of that community already and thus violates two FCC regulations (1) by providing additional service where not needed at the expense of listeners around Muskegon who do not have a single primary service and (2) by common ownership of two overlapping stations.

The writ of certiorari petition contests the FCC's discretion by two of three questions posed. The first asked if the Commission may grant a license to one party and designate for hearing an application by a second party on what is considered a *fait accompli*. If it may do so, the petition further questions the fairness or ethics of such procedure. The third question apparently has been answered by high court grant of the writ. It asked if the grant to Fetzer adversely affected Ashbacker's interests enough to allow it to sue out an appeal from the ruling of the Court of Appeals.

## Parker Watch Continues Johannes Steel Series

PARKER WATCH Co. is continuing its sponsorship of Johannes Steel's commentaries on WHN New York, Monday through Friday at 7:45-8 p.m., according to Sterling Adv. Co., Parker agency, despite reports of pressure of the sort that allegedly was responsible for dropping of the Steel broadcasts on WHDH Boston by Washington Jewelry Co., operator of nine retail jewelry stores around Boston.

Jewelry chain last week replaced the Steel program, broadcast 6-6:15 p.m. on WHDH which received the program by direct wire from the WHN studios in New York, with a 1-1:15 p.m. news analysis by George Hamilton Combs, also a WHN commentator whose programs are similarly piped to WHDH from New York. Move was said to result from denunciations of Steel's liberal leanings and threats of boycott from stores.

## Store's Big Drive

ZCMI, Salt Lake City, known as America's first department store, has turned to radio as a principal merchandising medium with addition of nine quarter-hours weekly to its schedule on KSL. One series, Mon., Wed., Fri., 9 a.m., *Fashion House* features Margo Manners fashion personality, with live music. A five-weekly 1:15 p.m. show, *Hits of the Day*, is built around Miss Manners and includes name band recordings. Miss Manners acts as radio coordinator between ZCMI and KSL. Auerbach's, another big Salt Lake City department store, early this year began six half-hour programs weekly, for 52 weeks, on KSL.

TO ENABLE music publishers to suit their distribution of musical arrangements to the actual needs of the individual broadcasters so that stations will neither fail to get the type of material they need nor be burdened with music they cannot use, Richard Frohlich, public relations director of ASCAP, has circularized all stations as to their music requirements. Responses are now being tabulated and compiled into a book listing the station address, the name of the person to whom music should be sent, the type of arrangements desired for standard, popular, religious and hillbilly music, and any special requirements of each station.

*Major Glenn Miller Day*
*June 5th*

*The nation honors one of its great heroes. . . . In appreciation of the many happy hours his music has brought, join in the Salute to Glenn Miller by playing his recorded music.*

Glenn Miller

| | |
|---|---|
| FRENESI | Bl. 10994 |
| I DO, DO YOU | Bl. 11020 |
| A STONE'S THROW FROM HEAVEN | Bl. 11063 |
| IDA | Bl. 11079 |
| PERFIDIA | Bl. 11095 |
| I GUESS I'LL HAVE TO DREAM THE REST | Bl. 11187 |
| ADIOS | Bl. 11219 |
| DELILAH | Bl. 11274 |
| FROM ONE LOVE TO ANOTHER (Danza Lucumi) | Bl. 11287 |
| DREAMSVILLE, OHIO | Bl. 11342 |
| THIS IS NO LAUGHING MATTER | Bl. 11369 |

*Leader of one of the great bands of all time, Glenn Miller enriched the world with his magnetic personality and with a most distinctive style in popular music.*

*Glenn worked his way through high school and the University of Colorado by playing the trombone in various bands. Since 1926 he played with such leaders as Benny Goodman, Charlie Spivak, Paul Ash, Red Nichols and Ray Noble. In 1938 he organized his own band which rose to the very top, and then left at the height of his career to join the Army.*

Please refer to your BMI DISC DATA for the list of BMI-licensed titles recorded by Glenn Miller, and for additional biographical material.

BMI

**BROADCAST MUSIC INC.** 580 FIFTH AVENUE NEW YORK 19, N.Y.

NEW YORK CHICAGO HOLLYWOOD

# IT'S NEVER A MATTER OF LUCK—

## *with* SYLVANIA!

IT can never be a hit or miss proposition when it comes to radio tubes manufactured by Sylvania Electric.

Beginning with the *raw materials* that go to make Sylvania tubes, you'll find Sylvania chemical and metallurgical laboratories *testing every part*—experimenting to discover new and better materials—new alloys, new compounds for further improving Sylvania Radio Tubes.

With highly sensitive apparatus, measurements are made to determine power output, distortion, amplification, *fidelity*. Better, more faithful reproduction of your broadcasting programs is assured, when receivers are equipped with Sylvania tubes!

*SYLVANIA ELECTRIC PRODUCTS INC., Emporium, Pa.*

**TAKE THE "LOCK-IN" TUBE**

1 *It is "locked" to socket—solidly.*

2 *It has short, direct connections — lower inductance leads and fewer welded joints.*

3 *Metal "Lock-In" locating lug— also acts as shield between pins.*

4 *No top cap connection . . . overhead wires eliminated.*

# SYLVANIA ELECTRIC

MAKERS OF RADIO TUBES; CATHODE RAY TUBES; ELECTRONIC DEVICES; FLUORESCENT LAMPS, FIXTURES, ACCESSORIES; ELECTRIC LIGHT BULBS

HEARD BY MORE PEOPLE

Man-power

ON MORE NEWS PERIODS DAILY

WITH MORE SPONSORS

*it's no wonder then*

**Fulton Lewis, jr.**

*is America's most-listened-to News Reporter*

These aren't claims—they're *facts* . . . and they're *yours* for the asking. Wire, phone or write today for rates and immediate availabilities. WILLIAM B. DOLPH, Barr Building, Washington 6, D. C.

ORIGINATING FROM **WOL** WASHINGTON, D. C.
*Affiliated with the* MUTUAL BROADCASTING SYSTEM

# Stations Challenge Program Study

*(Continued from page 18)*

period, long or short, what exactly will be a given station's program structure."

As for complaints that the station didn't carry enough sustaining public service programs, KFBC said: "Our definite premise is that no sustaining public service program of quality and merit suffers whatever or is of less effectiveness and value or less in the public interest, convenience or necessity when it is converted to a so-called commercial program by receiving sponsorship.

"Since the basic principles of flexibility in good programming is of utmost importance, it follows that this licensee should not violate this principle by adopting or expressing a rigid pattern for its future program structure, and thereby make itself less capable of fulfilling its obligation and responsibilities to operate in the public interest, convenience and necessity."

### U. S. Sponsored Series

Contrary to the FCC contention that "public service" programs should be sustaining, the Government offers radio several transcribed programs—all available for sponsorship. These include the *Treasury Salute, Hasten the Day, Sing for the Seventh, Music for Millions* and *Timely Farm Topics.* In addition all OWI spot announcements are available for sponsorship.

It has been the practice of OWI, when it wants to reach the greatest number of citizens possible with important Government messages, commercial programs are chosen, because they have the widest listening audiences. In emergencies, such as the campaign a year ago to quickly move the then surplus eggs, OWI goes to the daytime, commercially sponsored serials because they reach the greatest number of housewives.

Weekly allocation schedules for network promotion of war messages show that the commercial programs provide the bulk of listener impressions, according to OWI. Virtually all network programs, commercial and sustaining, participate in the allocation plan. Special assignments, over and above allocations, get substantial coverage through commercial programs.

Following are abstracts from the various replies filed by other stations in reply to the Commission's criticism of commercial and "public service" schedules:

WJJD Chicago—Commission charged 79.8% of time was commercial as against 18.7% sustaining whereas correct figures should be 69.5% commercial and 30.5% sustaining. Commission alleged station, during week of Feb. 5-11, broadcast only 86 public service announcements and 367 commercial spot announcements, or a ratio of 1-4. WJJD contends it is devoting five minutes of each commercial and all sustaining programs to the Seventh War Loan. Since July 24, 1944, when Marshall Field acquired the station, its public service broadcasts have increased 73%.

WJTN Jamestown, N. Y.—"Until recently we have not considered WJTN well developed commercially as, we are led to believe, were many other stations in its class and in comparable communities," said letter from Jay E. Mason, station president. "Consequently we assumed the right to grow commercially, so long as we did not ignore or neglect our responsibilities to the public. . . . We believe that commercial programs also, if of the proper content, can and do serve the public interst. . . . The station cannot control the demand for commercial time; it must respond programwise to events and developments to the changing needs and preferences of its community. It must adjust to conditions beyond its control."

WINN Louisville—Explanatory letter of commercial and sustaining programs filed, said it plans, as nearly as possible, to conform to a format of 65% network and 35% non-network programs.

### More Discrepancies

WMC Memphis—FCC charged only three public service announcements were aired during week of January 16; station contends actually 178 such announcements were broadcast; they were included in commercial and sustaining programs to reach the most people.

WDGY Minneapolis-St. Paul—FCC charged station was 91.9% commercial and 8.1% sustaining. Station's analysis shows only 79.4% commercial and 20.6% sustaining, explaining that where spot announcements are interspersed in sustaining programs, actual time of the commercial announcement was used as tabular basis, whereas the Commission considered whole segments as commercial because there were some commercial spots on the program between recorded music. Claims that of all its commercial programs, 35% are religious. Public service announcements carried on regularly scheduled broadcasts.

KRLD Dallas—In November 1941 station estimated, at renewal time, its commercial schedule would total 66% and sustaining 34%; FCC charged commercials use 89.5% of time, against 10.5% for sustainers. Station replied that another week would show 21.4% sustaining. "I believe you will agree with me," wrote John W. Runyon, president, "that the trend is now for the so-called commercial programs to be more and more of a public service nature. We intend to broadcast those programs that meet the public demands, including those of the so-called 'minorities'."

KDON Monterey, Cal.—Filed schedule of programs showing commercial to be 59.09% and sustaining time 40.91%; network 45.02%; local programs, 54.98%.

KANS Wichita—Herb Hollister, general manager, replying to Commission's complaint that in January 1941 station estimated its commercial schedule at 27% and sustaining at 73%, said he had no evidence of the "unprecedented" demand for time in 1941 and said station attempts to adhere to 65% commercial and 35% sustaining schedule. "A broadcasting station's value as a public service institution is no greater than the audience it can gather," wrote Mr. Hollister. "It is the belief of the owners and management of KANS that a program can be paid for and still perform a splendid service to the community."

*The*
**WSLB**
(Mutual)
***Farmer Milks:—***
250,000
Cows
***Twice Daily Pulling:—***
$30,000,000.00
Annually
***His Cash Pay is:—***
$2,500,000.00
Monthly
The WSLB Farmer Has Money To Spend Every Month Not
ONCE-A-YEAR
The Walker Co.—Representatives
*Ogdensburg, N. Y.*

# *Col. Schechter Expected to Join MBS As Director of News, Special Events*

LT. COL. A. A. SCHECHTER, recently back from the Pacific Theater where he served as radio officer for Gen. MacArthur, is expected to join Mutual as director of news and special events at the time of his return to civilian status. Col. Schechter, who was formerly in charge of news and special events at NBC, has had conversations with top Mutual executives, it was learned last week, and an understanding was arrived at. No commitments can be made, of course, as long as Col. Schechter is in uniform.

Tom Slater, in charge of special events, and John Whitmore, news chief, will remain with Mutual in those positions, it was definitely stated, refuting reports that Col. Schechter's advent would mean a disruption of the department. It was explained that he will serve as a first assistant to Phillips Carlin, vice-president in charge of programs, relieving him of the supervision of news and special events programs. Paul Jonas, assistant director of special events, will also remain at Mutual, it was stated, spiking the reports that he was joining the Blue or Gillette Safety Razor Co. when that company moves its fight broadcasts to the Blue from Mutual, where he has handled their production.

### Radio News Pioneer

Col. Schechter joined NBC in 1932 after having been in newspaper work in Providence and New York. He served on the old *New York World*, with AP and INS. Following the outbreak of the war he joined OWI in Washington as special assistant to the director of domestic operations. He was commissioned a captain in the Army Air Forces in March 1943 and won two rapid promotions after having served in the Army Air Forces public relations office here as radio director.

He had been assigned to the Pacific Theater since August 1944 and was primarily responsible for establishing radio and press communications from the war theater.

He pioneered in the development of news available for sponsorship and in the establishment of transoceanic pickups while directing news and special events at NBC.

Lt. Col. Jack Harris, former news and special events director of WSM Nashville, is slated for the Schechter successorship on the MacArthur staff. Col. Harris already has relinquished his duties as executive officer, Radio Branch, Army Bureau of Public Relations. Maj. Al Wharfield, formerly with C. E. Hooper Inc., now on the staff of Col. E. M. Kirby, chief of the Radio Branch, has been designated Col. Harris' successor.

## *CHAPPELL REVISES RENT DATA FINDING*

DR. MATTHEW N. CHAPPELL, who just left C. E. Hooper Inc. to become research counsel for Edward Petry & Co., (see page 36) has revised his judgment on findings in a survey made for Hooper indicating that there is no relation between listening habits and varied rental prices and now maintains the opposite is the case, according to correspondence made public Thursday by Mr. Hooper. The latter nevertheless plans to publish the original findings although without a Chappell byline.

"Collectively these findings seem to indicate that so far as network programs and network stations are concerned, data obtained from telephone samples with their economic and social bias, furnish an excellent index to listening in the total population," Dr. Chappell wrote in April about a survey of listening audiences in Minneapolis and St. Paul.

Dr. Chappell now questions the validity of this conclusion and of some of the data on which it was based and last Monday urged that the article be not published since "reexamination of the material . . . indicates greater listening in the higher rental districts than in the lower" in the case of one network station.

Hooper organization nevertheless will publish the article, termed a rushed-through "preliminary draft" by Dr. Chappell, as part of the annual Hooper report of listening in 89 cities, to be issued in about two weeks. Piece will carry no byline, however, on Dr. Chappell's protest that "it was not my expectation that the preliminary draft would be the basis of any publication."

Matter is of some importance, Mr. Hooper said, as the radio advertising fraternity is now spending some $1,500,000 a year on basis that listening in telephone homes is indicative of overall network listening. He pointed out that conclusions to this effect were published by Dr. Chappell in 1941 and 1944, prior to the recent study in Minneapolis and St. Paul whose findings Dr. Chappell now questions.


AP

**WNLC New London, Connecticut**

. . . AP news of great value to us . . . has helped increase commercial revenue.

Gerald J. Morey
Station Manager

available through
**PRESS ASSOCIATION, INC.**
50 Rockefeller Plaza
New York, N. Y.



*The Affiliation Of*

**WCMI**

*Ashland, Kentucky*

. . . with . . .

**CBS**

**June 15**

*will give an established audience the ultimate in fine broadcasting.*

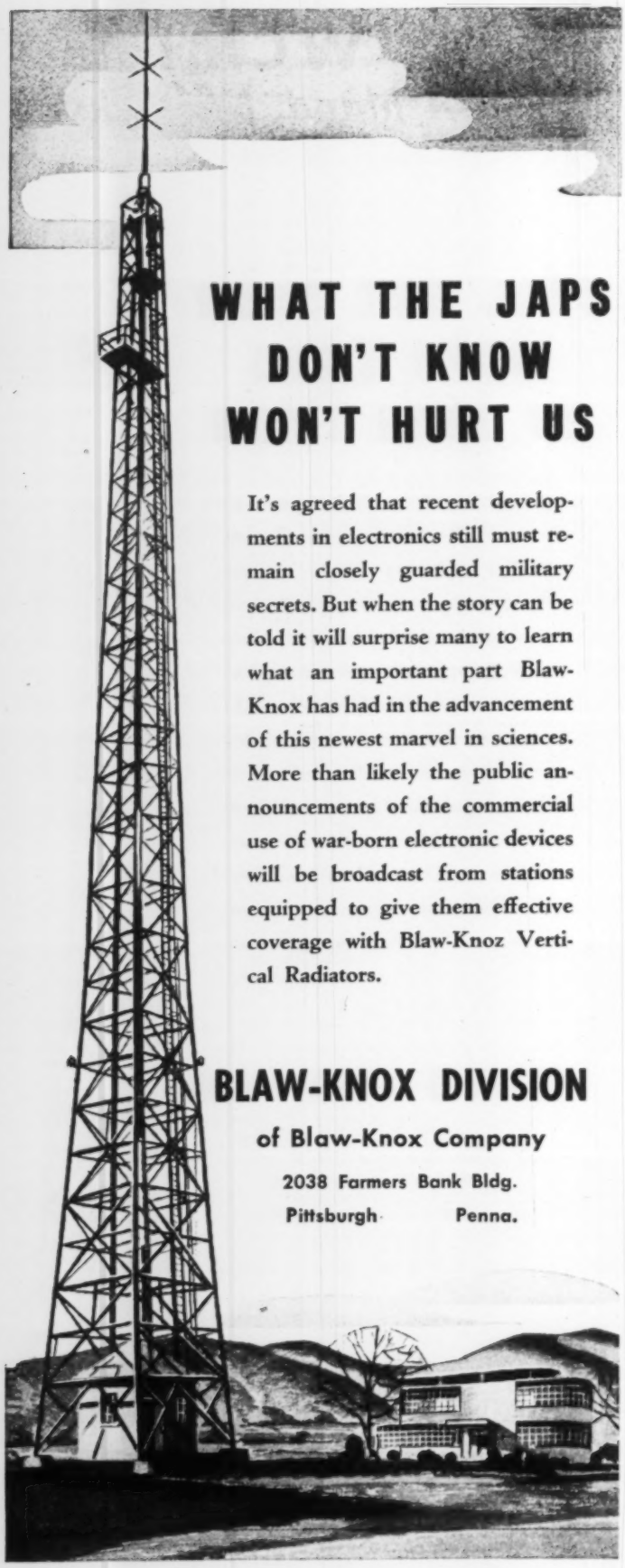
WCMI gives advertisers the needed coverage-from-within of a densely populated, concentrated industrial market. Triple coverage at one cost—WHERE IT COUNTS MOST.

NUNN STATIONS
WCMI, Ashland, Ky. (Studio) Huntington, W. Va.
WLAP, Lexington, Ky.
WBIR, Knoxville, Tenn.
KFDA, Amarillo, Tex.
Owned and operated by Gilmore N. Nunn and J. Lindsay Nunn.

**WCMI**
A NUNN STATION

L. D. NEWMAN, *Manager*
*Ashland, Kentucky*

REPRESENTED BY THE JOHN E. PEARSON CO.



# WHAT THE JAPS DON'T KNOW WON'T HURT US

It's agreed that recent developments in electronics still must remain closely guarded military secrets. But when the story can be told it will surprise many to learn what an important part Blaw-Knox has had in the advancement of this newest marvel in sciences. More than likely the public announcements of the commercial use of war-born electronic devices will be broadcast from stations equipped to give them effective coverage with Blaw-Knoz Vertical Radiators.

**BLAW-KNOX DIVISION**

of Blaw-Knox Company

2038 Farmers Bank Bldg.

Pittsburgh Penna.

**ADVERTISING** executives attending the Erma Proetz Award dinner given by the St. Louis Women's Adv. Club included (l to r): Rudolf Czufin, vice-president and art director, Gardner Adv. Co., St. Louis; James Wilson, D'Arcy Adv. Co., St. Louis; Sidney Wells, art director, McCann-Erickson, Chicago; Elmer Marshutz, Gardner president.

Winner of the $100 Bond award for best radio commercials was Ethel Murtha Hurley, BBDO Los Angeles copywriter, honored for her commercials on the CBS *This Is My Best* show for Cresta Blanca Wine [BROADCASTING, May 28]. Honorable mention went to Helen Gordon, vice-president of the Fran Murray Agency, Cleveland, for promotional radio transcriptions for the Bloomfield Co., and to Jean Simpson, Chicago freelance radio writer and producer from Chicago, for her *Aunt Jemima* Blue program.

In conjunction with the awards, the Women's Adv. Club of St. Louis held a two-day exhibit of St. Louis advertising, at which executives of Gardner Co. were awarded first and second prizes for the best radio copy in the exhibit. Charles E. Claggett, Gardner vice-president, won first prize for commercials on the *Tom Mix* Mutual program. Second prize went to Bea Adams, vice-president of Gardner, for commercials on Mary Lee Taylor CBS show.

## *THREE ASSIGNMENTS REQUESTED OF FCC*

TWO voluntary and one involuntary assignments of license are requested in applications filed with the FCC last week. None involve monetary considerations.

WMPS Memphis seeks assignment from WMPS Broadcasting Co. to WMPS Inc., Plough Inc. subsidiary which is owner of the licensee corporation. Plough purchased WMPS from the Scripps-Howard Radio organization in July 1944.

Voluntary assignment of KBTM Jonesboro, Ark., from present sole owner, Jay P. Beard, to Mr. Beard and his wife, Veda F. Beard, doing business as Regional Broadcasting Co. Mr. Beard wishes to make his wife co-partner.

Involuntary assignment of license of WDGY Minneapolis is requested from the late Dr. George W. Young to his widow, Mae C. Young.

## WPB Eases Controls

(*Continued from page 17*)

the amendment to Limitation Order L-41 on construction, as it affects broadcasters, follows:

Construction in connection with broadcasting stations may now be undertaken without WPB permission where the amount involved is not more than $1,000, the previous maximum having been $200. This applies to alterations to an existing building and to the conversion of a building to a new use as well as to the construction of new buildings. The cost of new equipment being installed must be included in the cost of the job.

The kind of installation that must be considered construction under the terms of L-41 is set forth in Interpretation 9 of the Order. Under the interpretation, the construction of a new radio station is covered by the Order. Also covered is the installation of equipment that requires putting new wiring in the building and the installation of equipment for which a base or foundation must be built.

The installation of any piece of equipment purchased under WPB authorization is exempt from the restrictions of the Order. However, it has not been the practice of WPB to issue ratings for the purchase of equipment toward new radio broadcasting stations.

Except for the increase in the amount of construction that can be done without specific authorization, WPB policies governing authorization for construction in connection with broadcasting stations have not been changed. Authorizations for construction of new stations will be only considered for areas not now receiving primary service under FCC standards and when the applicant has made satisfactory showing as to the source of his equipment.

Consideration can still be given applications for construction in connection with existing stations, but only where the construction is necessary to continue the service being provided by these stations. Generally speaking, applications cannot be considered where it is desired to provide additional facilities.

## Sinatra Replacement

SALES BUILDERS Inc., Los Angeles, will sponsor program featuring Ray Noble's orchestra and guest stars on CBS Wed. 9-9:30 p.m. June 6 through July 4 replacing the Frank Sinatra show. Ed Cashman, former West Coast head of Foote, Cone & Belding, will produce. Slated for overseas service, Mr. Sinatra gave his last broadcast May 22. Dinah Shore and Ginny Simms take last two programs. Agency is Smith & Drum.

*"Since Zeke started advertising over WFDF Flint, our job is mighty risky."*

# Hotels Negotiate With BMI, ASCAP

## BMI Collects Fees For First Time, ASCAP Rates Vary

HOTELS providing musical entertainment for their guests have been advised to secure licenses from BMI as well as from ASCAP by the American Hotel Assn. which recently completed negotiations with both music-licensing organizations for the use of copyright music by hotels.

Negotiations were made by a special AHA copyright committee with the assistance of E. C. Mills, former general manager of ASCAP, who was retained by the committee as special consultant.

ASCAP licenses, to run from expiration of existing contracts to Dec. 31, 1950, call for annual fees based on the expenditure of the hotel for all music and entertainment during the preceding calendar year. Fees start at $60 for hotels spending less than $3,000 annually and go up by a graduated scale to a maximum of $3,000 for hotels spending $200,000 a year or more.

### BMI Licenses

BMI licenses, to run from April 1, 1945, to Dec. 31, 1946, are based on the hotel's expenditure for "music payroll", at the rate of one-half of 1% of the first $50,000 and one-quarter of 1% for all in excess of that amount expended annually, provided that for the calendar year 1946 no fee shall be less than $40 nor more than $750. For the nine-month period of 1945, the minimum fee is set at $30 and the maximum at $600.

BMI contracts do not call for payment for use of its music by Muzak or similar apparatus if the hotel also employs live musicians; otherwise it charges fees based on the cost of the wired service. BMI agrees, however, to attempt to license wired music operations at the source. BMI further makes no charge for use of its music by master-controlled or other radios, transmitted to guest rooms or public rooms.

ASCAP licenses do not exempt wired music charges in figuring fees but do exempt master-controlled radio transmitted to individual guest rooms.

In its letter to members, the AHA copyright committee points out that in some cases the fee to ASCAP is increased and in others decreased, but that the BMI license represents an entirely new charge.

The committee reports, however, that a survey "of typical musical programs in representative hotels shows BMI-controlled copyrighted music forms a substantial portion of all current programs."

## TBA, FMBI ALLOCATIONS PLEAS

PHILIP G. LOUCKS, general counsel, filed the following letter with the FCC on behalf of the FMBI:

THE BOARD of Directors of the FM Broadcasters Inc., at a meeting held in Chicago on May 24, 1945, and after reviewing its previous consideration of the issues involving the position of FM in the radio spectrum in the light of the announcement of the Commission, by unanimous action, reiterated the position previously taken at the public hearings and arguments in Docket No. 6651 and reaffirmed its endorsement of the recommendations and proposals presented by Panel 5 (FM broadcasting) of the Radio Technical Planning Board.

On May 25, 1945 the Commission issued a formal report setting forth allocations to non-governmental radio services from 25 to 44 and 108 to 30,000 mc. This report deferred final allocations in the portion of the spectrum from 44 to 108 mc and instead provided for the use of one of three stated groups of channels depending on the assignment to FM broadcasting of one of three 18 mc bands below 108 mc, namely: (1) 50 to 68 mc; (2) 68 to 86 mc, and (3) 84 to 102 mc. It is proposed in the report that the selection of a particular band or groups of frequencies be deferred for the purpose of permitting tests to be made by an engineering group including the Commission's staff and it is estimated that these tests will continue during a period of at least three months.

Since its Chicago meeting, the Board of Directors of FMBI has been informed of a resolution adopted by the Board of Directors of the Television Broadcasters Assn. on May 25, 1945, earnestly requesting the Commission to adopt at once alternate allocation No. 1, as set forth in the Commission's public announcement of May 17, 1945 and its report of May 25, 1945. Adopting the reasons set forth in the resolution of the TBA, the Board of Directors of FMBI by unanimous vote has directed me to advise the Commission that it joins with the TBA in urging that the Commission adopt at once alternate allocation No. 1.

I am also directed to request that contemporaneously with the adoption of alternate allocation No. 1, provision be made for interim operation for existing FM stations in the band 46 to 50 mc.

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W. A. ROBERTS, general counsel, filed the following communication, signed by J. R. Poppele, president, on behalf of the TBA:

THE BOARD of Directors of the Television Broadcasters Assn. at its regular meeting held in Philadelphia on Friday, May 25, 1945, adopted the following resolution and directed that it be presented formally to the FCC at the earliest practical date:

A RESOLUTION

WHEREAS, the press release issued by the FCC on May 17, 1945, indicated that with respect to television frequencies, there would be three possible alternative allocations, the selection to be deferred to permit tests to be carried out by an engineering group including the Commission's staff, over a period of at least three months;

AND WHEREAS, cutbacks in use of personnel, plants and materials for military purposes in the electronics industry are now taking place and will become more rapid, while several months of design and production engineering must follow the definite allocation of channels before civilian production in quantity can use such released labor, and furthermore, regional and individual assignments of frequencies must follow such allocation of frequencies and local construction and employment by individual stations will be further deferred;

AND WHEREAS, technical considerations of design and wasteful interference with other services make the second alternative undesirable, and since the first alternative is preferred because of its long range superiority for television considering all factors, now therefore

BE IT RESOLVED, That the FCC is earnestly requested to adopt at once for television alternate plan No. 1 which gives television 68 to 74 mc; 78 to 108 mc; 174 to 216 mc.

BE IT FURTHER RESOLVED, That the television industry continue to cooperate in the proposed propagation tests for use in establishing regional standards of interference and regional assignment of television frequencies.

## Mail Pouch Show

MAIL POUCH Tobacco Co., Wheeling, W. Va., beginning June 27 will sponsor *Sportsmen Club*, on the Blue Wed. 8:30-9 p.m., replacing *Counterspy*. Sports personalities will swap stories on hunting and fishing on the new series, placed by company's agency, Walker & Downing, Pittsburgh.

A WHOLE NEW CROP of
homemakers
now keeping
house in
DAYTON and
MIAMI VALLEY
Young homemakers by thousands are forming their buying habits and attitudes NOW. Let WHIO keep them reminded of your product's advantages, your company's policies. WHIO has more listeners for your sales message than any other local station.
NEWS: UP, INS, PA, Plus CBS' Best
WHIO
BASIC CBS
5000 WATTS
1290 ON THE DIAL
G. P. Hollingbery Co., Representatives
Harry E. Cummings, Southeastern Representative

KANSAS CITY IS A KOZY MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
*General Manager*

ELIZABETH WHITEHEAD
*Station Director*

Pioneer FM Station in the Kansas City Area

*Ask for Rate Card 3*

## Howard Is Engineering V-P for Dumm Group

ROYAL V. HOWARD, just returned to San Francisco after a year leave of absence for overseas duty in ETO with the Army, has been elected vice-president in charge of engineering for both Associated Broadcasters Inc. and Universal Broadcasting Co., San Francisco, it has been announced by Wesley I. Dumm, president. Associated operates KSFO San Francisco and international stations KWID KWIX.

"Doc" Howard headed a special scientific staff in London and Paris, working through the Office of Scientific Research and Development. He was hospitalized a few months ago as a result of enemy action and returned to the U. S. He is also a senior member of the Institute of Radio Engineers and of Committee Eight on International Broadcasting and Committee Four on Standard Broadcasting of the National Radio Technical Planning Board.

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A ONE-MAN recording unit, contained in a single case with a dozen three-minute discs and having an overall weight of 37 pounds, was demonstrated last Tuesday at the New York headquarters of the BBC which developed the unit shortly before D-Day. Chief advantage of the unit is that one man can carry and set it up to record in locations inaccessible to more bulky recorders. When lighter materials are available the weight can be cut to about 20 pounds, it is estimated. Chief disadvantage is the necessity to change records every three minutes.

## TECHNICAL

**H. H. BUTTNER** and **G. A. OGILVIE** have been promoted from second vice-presidents to vice-presidents of International Telephone & Telegraph Corp. Mr. Buttner, who is also vice-president of International Telecommunications Labs., is a vice-president and a director and head of the laboratories division of Federal Telephone & Radio Corp., manufacturing subsidiary of IT&T. Mr. Ogilvie has been associated with IT&T since 1923 and has travelled extensively for the company in Latin America.

**GENERAL ELECTRIC'S** revolutionary "Lighthouse tube", a disk seal electronic tube, is being promoted in an eight-page publication put out by the firm.

**M. H. MOSHER**, released from the RAF Ferry Command as flight lieutenant, has returned to the engineering office of CBC Halifax.

**ROLAND FERLAND**, transmitter operator of CBM Montreal, is the father of twins, a boy and girl.

**ED HARRELL**, first from the WRVA Richmond engineering staff to go into service, has returned after four years with the Navy. He was a lieutenant (jg). **ED BROWN**, WRVA control operator, is back at the station after an appendectomy.

**K. HULAN SMITH**, chief engineer of KPAB Laredo, Tex., is the father of a boy.

**CAPT. JAMES J. KELLEY**, former transmitter supervisor at WFBL Syracuse, is now with the Army signal office at Kwajalein.

**G. C. GLENN**, former engineer of KFSD San Diego, Cal., and **W. C. RIPPEL**, formerly of WNYC WHN New York, have been added to the NBC Hollywood staff as studio field engineers.

**LT. DONALD P. LANGHAM**, former control room engineer at WFBL Syracuse, is now with the Army Signal Corps headquarters in Hawaii.

### Shortage Aids

TRANSMITTER engineers at WHIO Dayton take the wartime messages broadcast on their station seriously. To aid in alleviation of the sugar shortage they keep a beehive at the transmitter. To save manpower they bought 50 sheep to serve as lawnmowers. The sheep, however, are not entirely cooperative and fail to discriminate at times between grass and shrubbery.

## Blue Names Colvin

J. D. COLVIN, audio engineer formerly associated with AT&T, Westinghouse and RCA, has joined the general engineering department of the Blue as audio facilities engineer, a new post. A graduate of Penn State, where he received his B.S. degree in electrical engineering in 1934, Mr. Colvin has specialized in the design, development and installation of audio systems for broadcasting stations. He will be active in postwar plans.

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**HOWARD L. DAUBENMEYER**, WFMJ Youngstown, O., control engineer, is the father of a girl born May 19.

**BILL MORRISON**, WMAN Mansfield, O., chief engineer, has completed construction of modern recording room for the station.

ROANOKE'S A STEADY CITY!

Many a war-boom town will lose much of its importance when Peace comes. In other cities there'll probably be a long period of reconversion and re-tooling.

Roanoke is geared for war-work, too. But our three big industries—railroading, steel production, rayon manufacture—will lose hardly a day in turning to peacetime activities. Markets and customers are waiting!

After V-Day we think you'll want the trade of these Southwest Virginians whose present prosperity is soundly based. It might be well to meet them now! Only one station—WDBJ—satisfactorily covers all their 118,921 daytime listening homes. A Class B quarter-hour, once, only $30. Let us—or Free & Peters—tell you more!

CBS • 5000 WATTS • 960 KC

Owned and Operated by the
TIMES-WORLD CORPORATION

FREE & PETERS, Inc., Natl. Representatives

WDBJ
ROANOKE VA.

# Network Accounts

### New Business

GENERAL BAKING Co., New York (Bond Bread), on June 3 started Friendship Ranch on 10 eastern Blue stations Sun. 12:30-1 p.m. Agency: Clements Co., Philadelphia.

STANDARD BRANDS Inc. (product undetermined), Oct. 7 starts Fred Allen on 139 NBC stations Sun., 8:30-9 p.m. (Agency: J. Walter Thompson Co.) having discontinued May 27 Eddie Bracken Show (Yeast), thru Kenyon & Eckhardt, N. Y.

QUAKER OATS Co., Chicago (Aunt Jemima Pancake Flour and Muffets Breakfast Cereal) on June 18 for 52 weeks starts Ladies Be Seated on 186 Blue stations Mon. thru Fri. 3:45-4 p.m. and discontinues newscast on 186 Blue stations Mon. thru Fri. 10:25-10:30 a.m. Agency: Sherman K. Ellis & Co., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Oxydol), on Aug. 21 starts new program on 74 CBS stations Tues.-Fri. 7:15-7:30 p.m. Agency: Dancer-Fitzgerald-Sample, Chicago. P&G (Ivory Soap) on July 2 discontinues Jack Kirkwood Show Mon. thru Fri. 7-7:15 p.m. on 74 CBS stations, resuming Aug. 20. Agency: Compton Adv., N. Y.

### Renewal Accounts

PROCTER & GAMBLE Co., Cincinnati (Duz), on July 7 for 52 weeks renews Truth or Consequences on 131 NBC stations, Sat. 8:30-9 p.m. Agency: Compton Adv., N. Y.

### Net Changes

GENERAL FOODS Corp., New York, June 7 thru Sept. 20 replaces Dinah Shore (Birdseye Frosted Foods) on 127 NBC stations Thurs. 8:30-9 p.m. (repeat 12-12:30 a.m.) with The Adventures of Topper (Maxwell House Coffee). Agency: Benton & Bowles, N. Y. May 31 G-F discontinues Maxwell House Coffee Time on 141 NBC stations Thurs. 8-8:30 p.m. (repeat 11:30-12 midnight) and after hiatus Sept. 27 starts Burns and Allen in same time. Agency: Benton & Bowles, N. Y. June 10 for 13 weeks G-F discontinues Kate Smith Hour (Jell-O, Jell-O Puddings) on 144 CBS stations Sun. 7-8 p.m. Agency: Young & Rubicam, N. Y. June 10 for 13 weeks G-F discontinues Toasties Time (Post Toasties) on 144 CBS stations Sun. 6:30-7 p.m. Agency: Benton & Bowles, N. Y.

WESTINGHOUSE Mfg. Co., Pittsburgh, June 11 shifts Ted Malone from 163 Blue stations Mon.-Tues.-Wed. 8-8:15 p.m. (repeat 11 p.m.) to about 163 Blue stations Mon. thru Fri. 11:45-12 noon and from institutional advertising to promotion of lamps, refrigerators and appliances. Agency: McCann-Erickson, N. Y.

P. LORILLARD Co., New York (Old Golds), on June 12 for about 13 weeks replaces Which is Which on 141 CBS stations Wed. 9:30-10 p.m. with Detect and Collect, and on June 17 for 13 weeks replaces Comedy Theater on 134 NBC stations Sun. 10:30-11 p.m. with Meet Me At Parky's. Agency: Lennen & Mitchell, N. Y.

## Rorke Joins JWT

LT. COL. HAL B. RORKE, recently retired from the Army Air Forces, will soon join J. Walter Thompson Co., Chicago, as radio director, replacing Tyler Davis who leaves around the middle of June. Col. Rorke was formerly assistant information director of CBS New York and prior to that was head of the CBS information department in Hollywood.

## Blue Employment Series Is Planned

COMMITTEE for Economic Development, New York, representing a group of 70,000 private employers, in conjunction with the Blue Network, has completed plans for a 52-week public service series. Broadcasts will start Aug. 11 in the Sat. 7-7:15 p.m. period "back-to-back" with the Blue's *Labor, U.S.A.* heard 6:45-7 p.m.

Overall aim of the program, according to Les Hafner, newly appointed CED radio and film chief, will be to put across the CED's message, "to promote high level employment through greater production for expanded markets to raise the American standard of living."

Question - and - answer technique will be employed to make known CED national policies on removal of wartime controls, Bretton Woods, taxes, liquidation of war production, and other subjects. Representatives of organized labor will be invited to participate with CED leaders on the "answering" panel, with questions posed by Neil Jacoby, secretary of Chicago U., moderator. To describe what some 2,800 CED local groups are accomplishing in the promotion of employment, there will be dramatizations with professional actors. Program will originate in New York, with Mr. Hafner as producer, or in Chicago, with Sherman Dryer of Chicago U. as producer. Series probably will not be offered for sponsorship, but no final decision has been reached on this point.

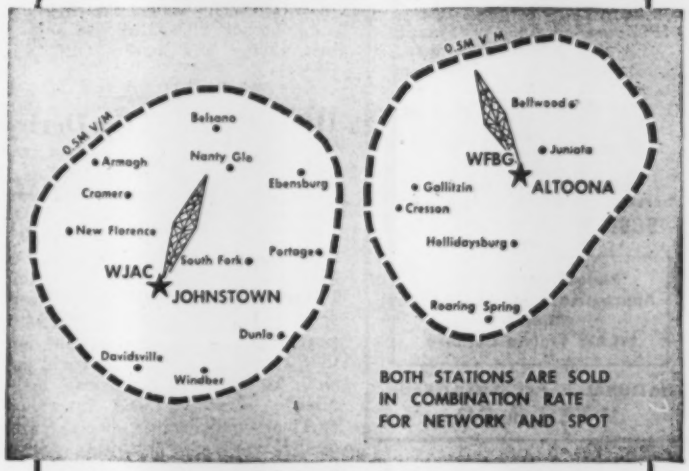
CED has just released the first six quarter-hour discs of *Creating New Jobs* to community committees for local placement.


WJAC JOHNSTOWN

NBC

WFBG ALTOONA

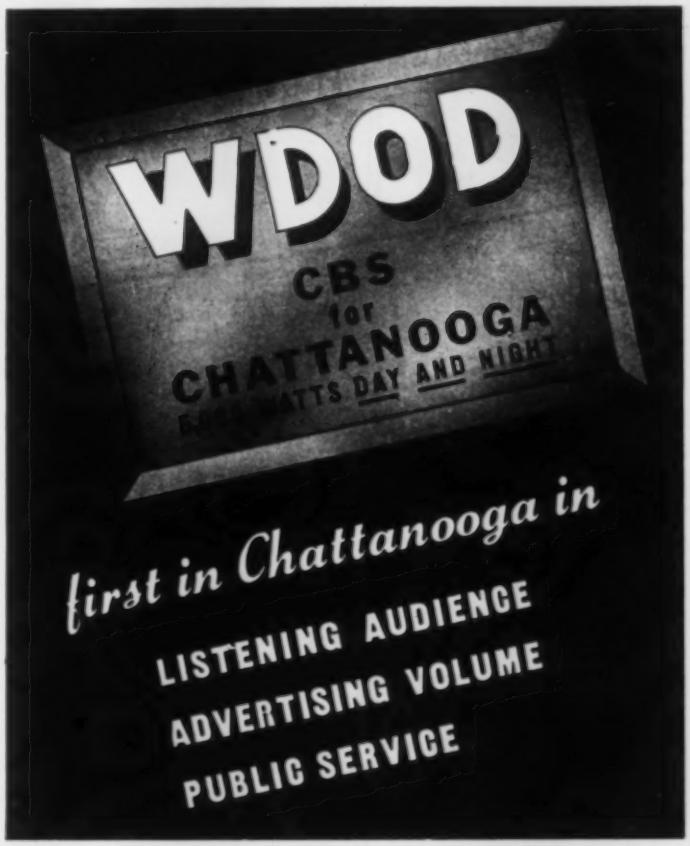
These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area




BOTH STATIONS ARE SOLD IN COMBINATION RATE FOR NETWORK AND SPOT

National Representatives
HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco







## OWI PACKET, WEEK JUNE 25

Check the list below to find the war message announcements you will broadcast during the week beginning June 25. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of discs. Tell your clients about them. Plan schedules for best timing of these important war messages.

| WAR MESSAGE | NETWORK PLAN | STATION ANNOUNCEMENTS Group KW Aff. | Group KW Ind. | Group OI Aff. | Group OI Ind. | NAT. SPOT PLAN Live | NAT. SPOT PLAN Trans. |
|---|---|---|---|---|---|---|---|
| Seventh War Loan | X | X | X | X | X | -- | -- |
| V-Mail | -- | -- | X | -- | X | -- | -- |
| Planned Saving | -- | X | X | X | X | -- | X |
| Cadet Nurses | X | -- | -- | -- | -- | -- | -- |
| Stop Accidents | -- | -- | -- | -- | -- | X | -- |
| Home Canning | X | -- | -- | -- | -- | -- | -- |

See OWI Schedule of War Message 166 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

**It brings RESULTS!**

A better way to meet Industrial New England is through WLAW. You meet *1,902,591* product-conscious people that way.

**WLAW**

**LAWRENCE, MASS.**
**Serving Industrial New England**
**5000 WATTS 680 Kc.**

**Annual Retail Sales Approximate $650,000,000 within the WLAW 5mlvm Contour**

**NATIONAL REPRESENTATIVES: WEED & CO.**


## CJAD Montreal Plans To Take the Air Sept. 3

THE NEW CJAD Montreal, of which J. Arthur Dupont, former commercial manager of Canadian Broadcasting Corp., is president and manager, plans to begin operation Sept. 3, serving as the CBS English outlet in Montreal. The station is assigned to 800 kc with 1,000 w.

Mr. Dupont said last week the station will carry CBS programs in Montreal with English announcements. CKAC will carry musical CBS programs on which French announcements will be superimposed, he added. He reported his contract with CBS was signed last spring and awaits CBC approval.

## Husing Named for Derby

TED HUSING, CBS sports reporter, will cover the Kentucky Derby on CBS and the Dominion Network June 9, 6-6:30 p.m. J. P. Spang Jr., president of Gillette Safety Razor Corp., the sponsor, has announced. Agency is Maxon Inc., New York. He will be handling the assignment for the 14th year, having first broadcast on CBS in 1929. Jimmy Dolan will assist. Team will summarize last-minute scratches and interview turf personalities in a special quarter-hour program 5:15-5:30 p.m.

# *Increasing Value of Radio Stressed By Studebaker at Education Meeting*

DIFFICULTIES facing commercial stations and schools alike in coordinating educational programs to their individual possibilities and requirements were discussed recently at the Third Annual Conference on "Radio in Education" of the Northeastern Radio Council by John W. Studebaker, U. S. Commissioner of Education, who emphasized that the broadcaster's role is one of continuing and increasing importance.

Dr. Studebaker

Dr. Studebaker said that the main problem facing the teacher is coordinating the time of the broadcast with the school curriculum and adapting the content of the program to the needs of the class. He fully appreciated, however, the broadcasters time problem and also the fact that programs cannot be slanted only toward school children but must be made interesting enough for the general listening public.

Recordings made by the schools are one solution to the time problem, he stated, both for rebroadcast on FM educational stations and on off-the-air facilities. However, he remarked, as long as educational radio is regarded as an "unessential luxury" to be provided at P.T.A. expense rather than through regularly allocated funds, the problem will not be solved. He said the realization must come that radio apparatus is as important to teaching as blackboards, laboratories and classroom furniture.

The implications for commercial broadcasters in FM educational stations were foreseen by Dr. Studebaker as favorable. He regards the FM stations as necessary to education by radio and believes that they will aid the broadcaster by relieving him of some of the pressure for time for certain types of school broadcasts of very limited appeal. However, it will not take away the necessity, or detract from the importance, of the regular commercial public service educational broadcasts and others such as *American School of the Air, Town Meeting of the Air*, fine music, drama and current news.

The school-owned station, Dr. Studebaker said, will compete to some extent for listeners but the commercial world believes in competition and it will prove healthy and be more effective "in building a strong and refined civilization in this country". Mainly, he said, the school stations will attract listeners from among people who would not otherwise have their radio sets turned on. Also, since time would not have to be used for broadcasts of limited appeal, the broadcaster could hold his regular audience more easily.

*Copies of the full text of the address can be obtained from Dr. John W. Studebaker at Office of Education, Washington 25, D. C.*

## Opens N. Y. Office

NORTH CENTRAL Broadcasting System, Chicago, will open a New York office and spot sales department on the 72d floor of the Empire State Building on July 1, it was announced last week by John W. Boler, president. Manager of new office has not yet been appointed. However, Mr. Boler will open the office and remain in New York for a few weeks. Bill Ware, who recently joined NCBS as an account executive, will manage sales in Chicago office during that time. Spot sales department will handle KGCU Mandan, N. D.; KDLR Devils Lake, N. D.; KSJB Jamestown, N. D.; KVOX Moorhead, Minn.; WATW Ashland, Wis.; WJMS Ironwood, Mich.; WDMJ Marquette, Mich.; WDBC Escanaba, Mich.

GEORGE D. SNELL, program director of KIDO Boise, Ida., is author of a book on American authors accepted for publication by E. P. Dutton & Co., New York. Tentatively titled "Shapers of American History", book is Mr. Snell's fourth.

*"Hello, Joe. How do you like the job I got through 'Jobs for G-I's'?"*

Four out of every five ex-servicemen appearing on WJW's "Jobs for GI's" have gotten the job they wanted!

No wonder the sponsor, Kronheim Furniture, (working with U. S. E. S.) is pleased! . . . Another successful WJW production tailored to suit a sponsor's needs.

BASIC Blue Network CLEVELAND, O

WJW 650

850 KC 5000 Watts DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED CO.

*Shake hands with* **WFPG** **ATLANTIC CITY, N. J.**

EDDIE KOHN, genial manager of WFPG, New Jersey's ONLY Blue Network Outlet will be glad to give you a friendly tip on the voluminous amount of ALL YEAR AROUND business to be obtained from the Seaboard Area.

***For further details on WFPG---write*** EDDIE KOHN, ATLANTIC CITY, N. J.

***For further details on other Friendly Group Stations, write*** JOHN LAUX, Managing Director "THE FRIENDLY GROUP", STEUBENVILLE, OHIO

**WSTV WFPG WJPA WKNY**

THE FRIENDLY GROUP

STEUBENVILLE, O., ATLANTIC CITY, N. J., WASHINGTON, PA., KINGSTON, N. Y.

SPRING FEVER caused Young & Rubicam staff to shift operations temporarily to Hollywood Brown Derby Restaurant one noon hour. Clockwise are Sam Cherr, San Francisco vice-president and merchandising director; Richard L. McKee, San Francisco merch. supervisor; William A. Blees, Hollywood v-p and Pacific Coast manager; Ted Bliss and Ned Tollinger, producers; Wayne Griffin, radio director of Berg-Allenberg, Beverly Hills, Cal., talent service; Bob Hussey, West Coast talent supervisor; Glenhall Taylor, associate director of radio and manager of Hollywood office; Howard Williams, manager of San Francisco office; Bruce Eells, business manager of Hollywood office; Al Scalpone, program supervisor.

# *Bob Hope Tops Winter-Spring Hooper With Fibber McGee and Molly Second*

BOB HOPE'S program on NBC, 10-10:30 p.m. (EWT), had an average national rating of 32.6 from December 1944 to April 1945, according to the winter-spring Hooper sectional report, which showed the Hope program leading in audience rating for any geographic section with 37.5 in the Mountain area.

Second highest audience rating, 37.1, was reported for *Fibber McGee & Molly*, also on NBC and also in the Mountain area. All-area highest audience ratings were credited to the same two programs in the same order, Hooper's figures showed.

The winter-spring Hooper report, released recently to subscribers, carried breakdowns for six different geographical regions, a special feature showing composition of radio audience figures and nighttime ratings were extended to 10:30 p.m. (EWT) for all areas.

With 82.9%, according to Hooper, the Tuesday 9-9:30 p.m. (EWT) period had the highest 32-city available audience for the season.

North Central area had the highest available evening and daytime audiences with 87.7% for the Tuesday, 8-8:30 p.m. period, and 84.2% for Monday through Friday, 5:45-6 p.m. (CWT), according to the sectional report.

Highest 32-city daytime available audience was reported as 74.7% during the 5:45-6 p.m. period.

On the sets-in-use tally, Monday, 9-9:30 p.m. led the 32-city class with 45.1% reported listening, and also came first for any individual geographic area with 50% in north central. At that time, CBS broadcast the *Radio Theater*, Gabriel Heatter was on Mutual and NBC had the *Telephone Hour*.

The 12-12:15 p.m. period recorded the highest average for daytime sets-in-use in 32 cities with a rating of 19.2, the Hooper figures revealed. For any single area, the highest daytime sets-in-use average went to the 5:45-6 p.m. (CWT) period which had a 24.1 rating in the north central.

Bob Hope is back in top program rating spot, according to the May 30 Hooper report on evening programs, regaining the position he has held since Dec. 15, 1944, except for the May 15 report, which showed him second to *Fibber McGee & Molly*.

Report shows average evening audience rating of 8.4, down 1.2 from the last report but 0.5 ahead of the rating of a year ago. Average evening sets-in-use are reported at 27.5, 5.1 less than the last report and 3.4 more than a year ago. Average evening available audience is 77.1, 0.7 down from the last report and 0.9 up from a year ago.

First 15 programs are: *Bob Hope, Fibber McGee & Molly, Radio Theatre, Mr. District Attorney*, Walter Winchell, Bing Crosby, *Screen Guild Players*, Joan Davis-Jack Haley, *Charlie McCarthy*, Kay Kyser (first half-hour) Abbott & Costello, Eddie Cantor, Jack Benny, Hildegarde, *Take It or Leave It*.

*Blondie* had the most listeners per set; Walter Winchell the most women per set, Upton Close the most men and *Lone Ranger* the most children. *Radio Theatre* had the highest sponsor idntificatione index, 89.1.

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KENDALL & DeFILLIPES, New York, export advertising agency, has dissolved, with Mr. DeFillipes joining S. S. Koppe, newspaper representatives, and Mr. Kendall going to Gotham Adv., New York, as account executive, taking with him all former accounts.


*Hon. Les Schroeder*
*Dancer-Fitzgerald-Sample*
*Chicago 1, Illinois*
*Dear Les:*
*Ever enjoyed any of our West Virginia hospitality? Come on down! Check first, if you're cautious, with Bob Hawk, Dolly Dawn, Art Gentry, Danny O'Neil, Harriet O'Rourke and Cameron Andrews. We asked those folks down here to open the Seventh War Bond drive and they put on a super show. The hospitality? The largest indoor audience ever seen in Charleston. And the crowd loved them! At the RR station as the gang was leaving town, they were kept plenty busy signing autographs, shaking hands, etc. (A couple of the boys were bid a less formal farewell by more enthusiastic members of the sub-deb set) . . . but one thing that made us here at WCHS pretty happy was that folks we carry here on our own station thru CBS can sell more bonds and get more crowds than anyone else who's ever tried it.*

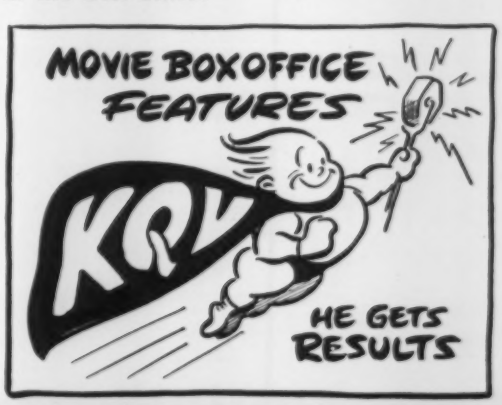
*Yrs.,*
*Algy*

**WCHS**
**Charleston, W. Va.**



**DO THE MOVIES LIKE RADIO?**

**Well, they like KQV in Pittsburgh, at least. RKO, Columbia, Warner Bros., 20th Century-Fox, United Artists; they all use KQV, because KQV gets results where it counts—at the box office!**




ALLEGHENY BROADCASTING CORP.
National Representatives: WEED & CO.



**RELIGIOUS TRANSCRIPTION LIBRARY**

*Designed for Better Programs*

100 NUMBERS IN LIBRARY "A"

WIRE FOR AUDITION DISC
Instrumental, Vocal, All Types
*Nationally Known Radio Artists*

10 NEW NUMBERS EACH MONTH

**CAMPUS CHRISTIANS**
427 WEST 5th STREET • LOS ANGELES 13, CALIFORNIA

## BRONSON IS NAMED MANAGER OF WJEF

EDWARD H. BRONSON, who has served since September 1942 in the broadcasting division of the Office of Censorship, leaves that post June 9 to become manager of WJEF Grand Rapids, CBS affiliate owned and operated by the Fetzer Broadcasting Co.

Announcement of Mr. Bronson's new duties, which are to be undertaken June 11, was made by John E. Fetzer, assistant director of censorship on leave from his post as managing director of the Fetzer Broadcasting Co. Latter company also owns and operates WKZO Kalamazoo.

Mr. Bronson studied journalism at Ohio State University. Following his schooling, which was completed in 1933, he served in the editorial departments of the *Columbus* (O.) *Sunday Star* and the *Akron Beacon Journal*. He was a reporter, also, for the *Ohio State Journal* in Columbus.

After leaving newspaper work, he was a continuity writer at WBNS Columbus and subsequently program director and assistant manager of WCOL in the same city. He left the latter position to become an assistant to J. Harold Ryan, then assistant director of censorship and now president of the NAB. He became assistant to Mr. Fetzer when the latter succeeded Mr. Ryan in June 1944.

**PREVIEW GLIMPSE** is taken by Ted R. Gamble (seated), national director of the Treasury War Finance Division, of the WFD Radio Section's new daily chart which will give a running story of radio's part in the Seventh War Loan, according to (l to r): Tom Olsen, on leave with Treasury from KGY Olympia, Wash.; Gene Carr, Radio Section chief on loan by G. A. (Dick) Richards interests, and Thomas H. Lane, WFD director of radio, press and advertising.

## Bill Aims at Less Power for Truman

### FCC, 20 Other Agencies, Not In Proposed Reorganization

ON THE HEELS of President Truman's message to Congress asking authority to reorganize the Government's executive branches [BROADCASTING, May 28], Rep. Manasco (D-Ala.) on May 26 introduced a reorganization bill (HR-3325) which would curtail, rather than expand, Presidential powers.

#### Combined Department

Midst revived talk of a combined department of communications and transportation with Cabinet status, Rep. Manasco's bill would exempt the FCC and 20 other agencies from reorganization. His measure would authorize the President to investigate the organization of all agencies and determine what changes are necessary to (1) reduce expenditures, (2) increase efficiency, (3) consolidate agencies, (4) reduce the number of agencies by consolidating those having similar functions under a single head, and (5) eliminate overlapping and duplication of effort.

The President would be authorized to recommend changes to Congress, with the proviso that if Congress failed to take adverse action within 60 days, the Presidential plan would become operative.

Sen. Aiken (R-Vt.), commenting on reorganization, suggested four new departments to be headed by Cabinet officers. He feels that the FCC and ICC should be merged into the Dept. of Transportation and Communications.

The Manasco Bill was referred to the Committee on Expenditures in the Executive Depts., headed by Rep. Manasco.

## Eddy Replaced

167 ELECTRIC LIGHT & POWER Cos., New York (institutional), on July 8 replaces for ten weeks, Nelson Eddy, baritone, with Felix Knight, tenor, and Francia White, soprano as co-stars of *The Electric Hour* on CBS stations, Sunday, 4:30-5 p.m. (EWT). Robert Armbruster continues as musical director with Frank Graham, announcer on the summer replacement series. Charles Herbert is producer of N. W. Ayer & Son, agency servicing account.

## New GE Laboratory

A NEW $8,000,000 research laboratory occupying 300,000 square feet of floor space, to be devoted largely to translating war developments for peacetime markets, will soon be started near Schenectady, N. Y., Charles E. Wilson, president of General Electric Co., announced last week. Plans include provisions for radar research. The plant will take a year to build and will require an increase in the present research staff of 540 to about 800.

IT'S WINCHARGER TOWERS
From MAINE to CALIFORNIA
Wincharger Towers are promoting better broadcasting all the way from Maine to California . . . in all types of stations. And while their strong coverage insures better listening . . . and a bigger audience . . . they actually cost less, both in initial cost and upkeep. Slender . . . with uniform cross section for ideal radiation they please everyone . . . from the style-minded sales force—thru the efficiency-minded engineer—to the profit-minded manager.
Write or Wire for Complete Information.
ARMY E NAVY
Bonds for VICTORY
Makers of
WINCHARGER FARM ELECTRIC SYSTEMS
WINCO DYNAMOTORS
WINCHARGER VERTICAL RADIATORS
IMMEDIATELY AVAILABLE on SUITABLE PRIORITIES
WINCHARGER VERTICAL RADIATORS AND ANTENNA TOWERS
WINCHARGER CORPORATION
SIOUX CITY, IOWA



Every national advertiser wanting results in the MARITIME PROVINCES OF CANADA should make sure that his schedule includes

CHNS

*Halifax, Nova Scotia*

JOS. WEED & CO.
350 Madison Avenue, New York
*Representatives*

# Volunteer Salesmen Needed To Boost War Bond Campaign

## Stations Asked to Stimulate Local Drives to Procure Additional Selling Personnel

DESPITE unprecedented support of the Seventh War Loan Drive by radio, and other media, the campaign in a number of areas is lagging because the selling force, the volunteer salesmen who push the doorbells and ring the phones, is apparently insufficient and also because of certain delays in reporting sales. NAB last week urged stations to investigate situations where quotas are behind and help stimulate volunteer sales aid.

Comment was expected last weekend from Ted R. Gamble, War Finance Division national director, looking toward exceptional overall support of the Drive.

Nationwide pre-drive and first-week support of the Seventh Loan by local stations, indicating unprecedented activity and initiative, is outlined in the NAB "Telling the World" Bond reports No. 1 and 2. The local originations are covered for the periods May 1-12 and May 13-19 and are exclusive of network and OWI national spot coverage on which data will later be added. Exclusion prevents duplication of coverage analysis.

### Pre-Drive Data

In the pre-drive campaign local stations volunteered the following time, according to present date figures: quarter-hour *Treasury Salute* programs, 4,595; quarter-hour *Music for Millions* programs, 1,123; five-minute *Sing for the Seventh*, 216; five-minute *Treasury Song for Today*, 52; spot announcements (live and transcribed), 38,203; other programs—350 2-minute, 484 3-minute, 1,895 5-minute, 144 10-minute, 2,606 quarter-hour, 31 25-minute, 62 half-hour two three-quarter hour, two each of 1¼, 1½, 2 and 2¾ hours.

Local broadcasters gave time in the first week period as follows: *Treasury Salutes*, 3,069; *Music for Millions*, 2,534; *Sing for the Seventh*, 3,183; *Treasury Song*, 52; three-minute "Buy Buy Bonds" song, 269; four-minute version same song, 52; spot announcements—live and ET, 65,106, two-minute 1,174; three-minute 175; programs—731 five-minute, 41 six-minute, 371 ten-minute, 1,123 quarter-hour, 21 20-minute, 10 25-minute, 425 half-hour, 46 three-quarter hour, 2 55-minute, 57 one-hour, 27 1¼ hours, 10 1½ hours, two each of two, 2½ and three hours, and one 7 hour program.

### Special Programs

New list of personal appearances and special events suitable for broadcast programming was announced by Treasury last week. Local War Finance Committees should be contacted on local appearance dates and details, same as for previous material.

Comdr. Jack Dempsey USCGR is booked to date from June 8 through July 7 in Portland, Denver, San Francisco, Los Angeles and St. Louis.

Canadian Women's Army Corps Pipe Band is scheduled June 5-19 for Pittsburgh and surrounding counties and June 21 for Buffalo.

Five key planes of the Navy's Pacific carrier fleet—Hellcat, Wildcat, Corsair, Helldiver and Avenger, will be exhibited inland for the first time at 20 cities through July 1.

German U-Boat 505, boarded and captured in June 1944, will be on display May 29 through June 5 in New York, June 7-12 in Boston, June 16-21 Baltimore, June 23-28 Washington and June 30-July 4 Norfolk.

### WKY's Big Event

Representative of the extensive local Seventh Loan activities is a special show staged by WKY Oklahoma City starring Edgar Bergen, Charlie McCarthy, Don Ameche and Joan Merrill and the Edgar Bergen Troupe which attracted an overflow crowd to the city's 7,500 seat municipal auditorium. Some 20,000 persons bought E Bonds to try for tickets which went on first-come first-served basis. Edgar T. Bell, WKY secretary-treasurer, handled arrangements for station. Show was produced by Gayle V. Grubb, WKY manager, and Bloyce Wright, production head.

## WGN Names Brines

PAUL C. BRINES, director of publicity and promotion for WGN Chicago, has been appointed assistant station manager. He continues to supervise publicity and promotion. At one time he was a member of the BROADCASTING staff and later was Chicago manager.

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ANALYSIS of the "quality and responsibility" of radio commentators is the subject of a series of three Atlantic Monthly articles by Dixon Wecter, author and historian. First article, "Hearing Is Believing", appears in the June issue.

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## *NBC CLAIMS URBAN DAY AUDIENCE LEAD*

IN THE 1077 U. S. cities of 10,000 or more population, 32% of the radio families "listen most" to NBC in the daytime, giving NBC a lead of 29% over the next network "listened to most" before 6 p.m., according to the second report of NBC's 1944 nationwide survey of listening habits. First report, covering evening listening, was issued in January [BROADCASTING, Jan. 16].

Tabulating answers to the question: "Which one of these stations do you listen to MOST—in the daytime, before 6 p.m.?", NBC reports that 32% of the radio families "listen most" to NBC; 25% to Network B (CBS), 18% to Network C (Blue) and 15% to Network D (Mutual). "These stations" referred to above are those the respondent had previously identified as listened to regularly.


IF YOU SELL

SOAP

(OR SEEDS OR STOKERS)

ASK YOUR DISTRIBUTOR ABOUT

KDAL, DULUTH

Duluth is among the first 100 cities in America. The nine-county KDAL primary area (the largest primary area of any of the stations at the Head-of-the-Lakes) contains 376,723 people who spend nearly $130,000,000 annually. *You* figure out how many carloads of soap and scrubbing compound that means!

Thanks to its favorable 610 frequency, KDAL's 1000 watts puts a stronger signal throughout this market than any station, *anywhere*. For instance, an independent coincidental daytime survey made in Virginia, Minnesota (60 miles from Duluth, and with an NBC station of its own) showed that KDAL had more than nine times the audience of the other Duluth station, with more than 70% as large an audience as the local Virginia NBC station!

KDAL, Duluth, is the buy for the Head-of-the-Lakes. Don't take our word for it. Ask your local distributor. He *knows*—and ten to one he'll say "KDAL"!

1000 WATTS . 610 KC . CBS

FREE & PETERS, INC., Exclusive Representatives



CRYSTALS

HOLLISTER CRYSTAL CO.

Boulder Colorado

QUARTZ OSCILLATORS SINCE 1927

**TWINKLE, TWINKLE, MORNING STAR (Ky.)!**

We don't *greatly* wonder what you are, or if you're hearing our broadcasts. Probably you're a nice little place with several highly estimable inhabitants, but we'll still let some other station claim you! We at WAVE are intent on delivering *nothing but* this jam-packed, plumppursed, ever-busy Louisville Trading Area. It's our N.B.C. domain where everybody knows us, and it's more of a market for most *everything* than *all the rest of the State combined*. Got no time for Morning Star-gazing now! Have you?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K. C. . . . N. B. C.

FREE & PETERS, INC. National Representatives



**KFMB Sells SAN DIEGO**

CONCRETE AND STEEL

Permanent stuff . . . that's what we're built of in San Diego . . . that great, busy exclusive market of 373,500 civilians who make up our metropolitan area . . . within 15 miles of our antenna. They're easy to reach . . . ONLY if you approach them from within! KFMB can do it for you!

KFMB

THE BASIC BLUE NETWORK [PACIFIC COAST]

SAN DIEGO, CALIF.

JACK O. GROSS: Pres. & Gen. Mgr.

Represented by the BRANHAM CO.


# ACTIONS OF THE FCC

MAY 26 TO JUNE 1 INCLUSIVE

## Decisions . . .

ACTIONS ON MOTIONS

MAY 30

**WGBF Evansville, Ind.**—Granted petition for continuance hearing on license renewal application now set 6-1-45; continued to 7-2-45.

**Birney Imes Jr., Corinth, Miss.**—Granted petition to dismiss without prejudice application for CP new standard station.

**Corinth Broadcasting Co., Corinth, Miss.**—Granted motion to continue hearing on application for CP new station now set 6-6-45; continued to 7-6-45.

ADMINISTRATIVE BOARD ACTIONS

MAY 28

**1450 kc WTBO Cumberland, Md.**—Granted CP make changes in trans. equipment.

**Laurence W. Harry, Fostoria, O.**—Placed in pending file aplication for CP new FM station.

**Akron Radio Corp., Akron**—Same.

**Orlando Daily Newspapers Inc., Orlando, Fla.**—Same.

**Joe L. Smith Jr., Beckley, W. Va.**—Same.

**Piedmont Broadcasting Corp., Danville, Va.**—Same.

**Pennsylvania State College, State College, Pa.**—Placed in pending file application for CP new noncommercial educational station.

MAY 29

**Potomac Broadcasting Corp., Alexandria, Va.**—Granted request for extension to 6-12-45 within which to comply with procedural conditions in conditional grant for new station.

**WIBU Poynette, Wis.**—Adopted order dismissing petition for rehearing directed against FCC action 1-16-45, granting without hearing aplication of WOMT for power increase.

## Applications . . .

MAY 28

**NEW-88-102 mc Raytheon Manufacturing Co., New York**—CP new developmental station, 10 kw, special emission.

**NEW-North Jersey Broadcasting Co., Clifton, N. J.**—CP new experimental TV station, 514-530 mc, 900-920 mc, 1302-1325 mc, 5 kw.

**NEW-1570 kc Central Valley Radio, Lodi, Cal.**—CP new standard station 1600 kc, 250 w unlimited, amended to request 1570 kc D.

**NEW-44.7 mc KXL Portland, Ore.**—CP new FM station, 16,300 sq. mi., $34,550 estimated cost.

**NEW-1490 kc Lincoln Dellar, Sacramento, Cal.**—License to cover CP new standard station (KXOA).

MAY 30

**NEW-1240 kc Norwich Broadcasting Co., Norwich, Conn.**—CP new standard station 250 w unlimited.

**1230 kc KBTM Jonesboro, Ark.**—Vol. assgn. license from Jay P. Beard to Jay P. Beard and Veda F. Beard d/b Regional Broadcasting Co.

**1460 kc WMPS Memphis**—Vol. assgn. license from Memphis Broadcasting Co. to WMPS Inc.

**1130 kc WDGY Minneapolis**—Invol. assgn. license from Dr. George W. Young, deceased, to Mae C. Young.

**NEW-1450 kc Glens Falls Broadcasting Corp., Glens Falls, N. Y.**—Petition filed for consideration and grant under FCC Policy 1-16-45 of application for CP for new standard station 250 w unlimited, amended to make changes in trans. and change proposed studio site.

**NEW-1450 kc Camden Radio Inc., Camden, Ark.**—Same for application for CP new standard station 250 w unlimited, amended re stockholders.

**870 kc KTBI Tacoma, Wash.**—Same for application for CP change 1490 kc to 870 kc, change hours operation from unlimited to limited, install new antenna and changes in ground system, amended to omit request for new antenna and ground system changes.

JUNE 1

**1190 kc WLIB Brooklyn**—Transfer of control from Dorothy S. Thackrey to Theodoro Corp.

**NEW-47.1 mc WHIO Dayton, O.**—CP new FM station, 11,311 sq. mi., $40,200 estimated cost.

**NEW-45.9 mc Midwest FM Network Inc., Grand Rapids, Mich.**—CP new FM station, 6,850 sq. mi., $45,000 estimated cost.

**NEW-45.9 mc Midwest FM Network Inc., Fort Wayne, Ind.**—CP new FM station, 7,850 sq. mi., $45,000 estimated cost.

**NEW-45.9 mc Midwest FM Network Inc., Peoria, Ill.**—CP new FM station, 7,600 sq. mi., $45,000 estimated cost.

## ALLIED ARTS

**SHELDON R. COONS**, New York business consultant and the man who fashioned the NAB's retail promotion plan of two years ago, last week was elected president of the Better Business Bureau of New York.

**STUART-WARNER Corp.** has appointed Philadelphia Distributors, Philadelphia, to handle postwar home radios for eastern Pennsylvania.

**STROMBERG-CARLSON** Co. has appointed Padgett Distributing Co., Dallas, distributors for postwar radio, FM and television line in 88 Texas counties, four Louisiana parishes.

**EDGAR A. STEELE**, former executive vice-president and partner of L. M. Clark Inc., research organization, and recently director of research and media for Maxon Inc., New York, has joined Research Co. of America, New York, as director of research.

**JANE DUNBAR**, former assistant to **ALLAN FISHBURN**, radio director of Schwimmer & Scott, Chicago, has joined William Morris Theatrical Agency, Chicago, as assistant to **REID WHITE**.

**HARRY SINGER**, who resigned as sales promotion managed of Popular Publications, has opened his own office at 521 Fifth Ave., New York, to sell visualized, dramatized sales presentations to all media and to manufacturers and agencies.

## Welcomed Home

FREED after 38 months in Santo Tomas and Los Banos, Hal Bowie, formerly of KZRM Manila, has located a new position on WSYR Syracuse through NBC's *Welcome Home Auditions*. He was heard by Bill Rothrum, the station's program director, and four days later was ensconced as an announcer. With him are his wife and baby, Leah, who, having been born in Los Banos prison camp, will settle down to normal home life for the first time.

Mr. Bowie

## Hale Available

ARTHUR HALE'S MBS program Tues., Thurs. and Sat., 7:30-7:45 p.m. is now being offered for local sponsorship, B. J. Hauser, MBS cooperative program department head, has announced. News commentator is available only on stations not having primary coverage in the sales area of Richfield Oil Corp., which sponsors Mr. Hale on 30 MBS stations.

## W. K. Henderson

ONE OF RADIO'S most colorful pioneer figures — W. K. "Hello World" Henderson, former licensee of KWKH Shreveport, La.—died May 28 following a heart attack. He was 74.

Mr. Henderson, who inherited the Henderson Iron Works, operated KWKH in the 20's on the 850 kc clear channel which was heard up and down the Mississippi Valley. In addition to merchandising a series of "Hello World" commodities by direct solicitation, Mr. Henderson frequently was embroiled in controversy with the old Federal Radio Commission over his methods of operation. He vigorously attacked chain stores, certain politicians and the old Radio Commission.

At a hearing a dozen years ago involving an application for his facilities, he traveled to Washington by plane with upwards of a quarter-million letters from listeners. The station was sold by Mr. Henderson to its present owner, John D. Ewing, in 1933.

## Hunt Names Y&R

HUNT BROS. PACKING Co., Los Angeles (canned food products, macaroni), has appointed Young & Rubicam, Hollywood, as advertising agency, effective July 1. Account currently is serviced by the Biow Co., Hollywood. In addition to spot radio, firm will continue to use West Coast regional network time, and contemplates expansion to other areas in fall.

## Berkshire Air Plan

ANNOUNCEMENT is expected this week that Berkshire Knitting Mills, Reading, Pa., new to radio, will sponsor program starring Ilka Chase, beginning in September. Firm is negotiating for the Sunday 1:15-1:30 p.m. period on Mutual and would be the only ladies hosiery manufacturer on the networks. Geyer, Cornell & Newell, New York, acquired the account in February.

50,000 WATTS C B S

HER FRIENDLY ADVICE, WIT AND HUMOR, KEEP WOMEN TUNED TO....

WCKY

THE L. B. Wilson STATION

WELCOME is extended by WSB Atlanta Production Manager Mark Toalson (l) and General Manager John Outler to former staff members Lt. Marcus Bartlett, Sgt. Walter Paschall and Lt. Add Penfield as they arrived to help handle special coverage by WSB of the return of Gen. Courtney Hodges and 49 other European theater veterans on May 24.

Given special releases, the three servicemen flew to Atlanta to assist with the two-hour broadcast of the city-wide celebration ceremonies honoring the Georgia-born heroes.

Lt. Marcus, former WBT production manager who entered the Naval Reserve in January 1943 after 13 years as member of the station, coordinated the special broadcast. He is now stationed at the Naval Air Station, Jacksonville, Fla. Lt. Penfield left WSB for the Army July 1944 and is now at the Army Air Base, Atlanta Municipal Airport. Sgt. Paschall, former WSB news editor, left for the service in February 1943 and is now attached to the Air Forces School of Applied Tactics.

## *CIO and AFL in Competitive Race To Organize Network Office Workers*

WITH the two major labor unions trying to organize CBS "white collar" workers, sharp conflict between the organizations appeared likely this week. Both the New York local of the United Office and Professional Workers of America (CIO) and Local 63 International Alliance of Theatrical Stage Employes (AFL) planned organizational meetings for this week.

The CBS "salary increase" committee, as it is called, had a total of more than 200 signatures backing it up, according to Myra Jordan secretary to commentator William Shirer and one of the original signers. An interoffice memorandum last week from Frank White, CBS vice-president and treasurer, to all employes, in which he promised "no discrimination" against network employes for "proper union activities" promptly brought 17 more prospective members to the CIO-supported committee, Miss Jordan said.

### IATSE Active

AFL, however, though apparently a slow starter in New York, recently added CBS office employes in Hollywood to its ranks by a 6 to 1 vote, according to Russell Moss, executive vice-president of New York Local 63, stagehands union. During the past 10 days, Mr. Moss said, IATSE has been distributing organizational literature among CBS New York workers and to date more than 40 employes have indicated interest. AFL leaflets emphasized the overall nature of the union within theatrical fields, pointing out that an AFL local has strong backing from other union groups within the industry.

"The CIO has only the Screen Office and Professional Guild, who represented some of the home offices of the motion picture companies," one AFL circular read. "Their contracts expired July 28, 1944, and have not been renewed primarily because they and the company cannot agree on terms and they have no backing in the industry to help them."

Main complaint of CBS employes, said Mr. Moss, was the "lack of classification, with no reasonable minimums set for specific jobs."

Meeting of the CIO-CBS committee was set for Wednesday night. Date for the first general organization conclave of the IATSE group was expected this week.

In his memo to CBS employes, Mr. White said: "Although many of our specialized groups of employes have for a long time been represented by unions with whom Columbia has enjoyed satisfactory relations, we feel quite frankly that the effectiveness of our operations would suffer if the uniquely personal and often confidential relationships with our office and administrative personnel were broken by interposing a union between them and us. We therefore do not favor unionization in this field.

"If, however, the majority of these groups of people should elect a union as a representative, there would be not the slightest discrimination against any employe for any proper union activities on his or her part. Nor will there be any such discrimination during or after the present organizing campaign if it fails in its unionizing efforts.

## Writers Guild Dickering With WMAQ, WBBM

RADIO Writers Guild has started negotiations for higher wages for newswriters at WMAQ and WBBM, Chicago stations of NBC and CBS respectively. Present NBC contract, which expired June 1, calls for $200 monthly, with 10% annual raise, based on length of service. The Guild is asking for a minimum of $330 the first year, $350 the second and $400 the third—the rates approved by WLB for NBC New York. NBC Chicago has offered a minimum of $220 with a 10% annual raise regardless of length of service. Negotiations will continue until a satisfactory contract can be submitted to WLB.

Meanwhile, plans went forward for a national freelance writer basic minimum wage agreement, formulated by the western region of the Guild, for presentation to RWG executives in New York early this month. Contract negotiations between RWG and NBC San Francisco, already under way, may pave way for similar writer-station agreements nationally, it was believed. Proposals for San Francisco area include a guild shop, minimum pay with length-of-service increases, a 40-hour week with cash overtime, minimum call-back of 12 hours, and advance notice of schedules. While these proposals have not been adopted by midwestern and eastern RWG regions, it was understood that similar contractural structures will be approved at New York meetings.

## Navy Show Available

THE NAVY'S Blue network program [BROADCASTING, May 21], the first Navy-produced net series, will be available for sponsorship, it was learned last week. Starting date has been set for July 3, with the 7-7:30 p.m. (PWT) time. NBC Navy series to begin sometime this summer, is also available to sponsors [BROADCASTING, May 28].

LIKE WLS IN CHICAGO
KTUC
GETS RESULTS IN TUCSON
CBS. Affiliated with The Arizona Network — KOY, Phoenix, KSUN, Bisbee-Lowell-Douglas.
JOHN BLAIR & COMPANY

24 years of profitable peach fuzz

Each year over 2 million bushels... 10% of all the peaches produced in the whole South...picked in Spartanburg County alone!

WSPA SPARTANBURG, SOUTH CAROLINA
Home of Camp Croft
5000 watts Day, 1000 watts Night
950 kilocycles, Rep. by Hollingbery

WBNX
DAILY PROGRAMS IN
Italian Polish English Jewish German
5000 WATTS DIRECTIONAL OVER NEW YORK
Americas Leading Foreign Language Station

KWJJ 1000 WATTS 1080 KC
FULL TIME STATION
PORTLAND, OREGON
ABC NETWORK
STATION TIME
SPOT ANNOUNCEMENTS
CONTACT
Burn-Smith Company, Incorp.
551 Fifth Avenue
New York 17, N. Y.
307 N. Michigan Ave.
Chicago 1, Illinois
368 Chamber of Commerce Bldg.
Los Angeles 15, California

# Classified Advertisements

**PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.**

## Help Wanted

**First class engineer** wanted for 250-watt Indiana Blue Network station. Permanent job for right man. State full particulars and salary expected in first letter. Box 399, BROADCASTING.

**Wanted**—Veteran first class license holder for transmitter and/or studio for Rocky Mountain 1 kw outlet. State education and experience. Box 661, BROADCASTING.

**Engineers**—Three needed at once. One for cleared channel transmitter. Two for studio, including relay broadcast and FM operation—midwest. Send full particulars. Statement of availability from United States Employment Service required. Box 664, BROADCASTING.

**Texas station** desires junior announcer. Tell all. Box 668, BROADCASTING.

**Wanted** immediately — Operator-announcer with first class ticket. 250 watt network station in Pacific Nortwest city. In reply give full details and audition record if possible. Address Box 672, BROADCASTING.

**Operator wanted — First class ticket.** Southern station, good steady position for right man. Give qualifications and salary requirements. Box 687, BROADCASTING.

**Salesman wanted**—Radio station experience, by southern local station with extensive postwar building promotion. Salary and commission. Give references and full personal details. Box 688, BROADCASTING.

**Able continuity writer** who can take charge. Write Box 701, BROADCASTING.

**Account executive,** to join recognized medium size Chicago agency in a new business development capacity. Must have agency experience, excellent references, good contacts and strong sales ability. Give complete information first letter. Our executive staff is familiar with this advertisement. All applications will be kept in strictest confidence. Box 707, BROADCASTING.

**Have opening for chief announcer** who can handle news and commercial schedule and who has an eye for the future. No early morning or night work. Best hours at reasonable salary. Station has postwar plans which should make future attractive. This need is urgent so please wire collect starting salary and something about self as well as starting date. Box 721, BROADCASTING.

**Announcer** with knowledge of programming who can prove capable of assuming program directorship basic network station in New England wanted. $50.00 to start. Write Box 726, BROADCASTING.

**Basic Blue New England** station in major market needs hardworking salesman who can cash in on practically virgin local field. $60.00 salary and bonus arrangement to right man. Write Box 727, BROADCASTING.

**Wanted**—Transmitter operator with first class license. A one kw, CBS affiliated and regional network key station, KOY, Phoenix, Arizona.

**There's an opening** at KTSM, NBC affiliate in El Paso, Texas, for an industrious, reliable announcer. We're the dominant station in our community (see our Hooper) and we're choosey about who works for us, but there's a real opportunity at KTSM for the right man. So, if you'd like to live in the colorful healthful southwest, work with congenial people, for a 15 year old station with big postwar plans, send complete information about yourself at once!

**If you are a top announcer** or news man interested in postwar job with real future, contact us immediately. WCAR, Pontiac, Michigan's largest independent station.

**Wanted**—Man or girl with first class license to handle maintenance and some construction work of audio-visual equipment; to take charge of technical plans for FM station with idea of becoming chief engineer; also to teach telegraphic code, radio law, and control room work half time. Practical knowledge and ability are more important to us than electronic theory. Begin any time before August, preferably right now. State required salary when writing to Sherman P. Lawson, Director of Radio, Stephens College, Columbia, Missouri.

## Help Wanted (Cont'd)

**Wanted**—Transmitter operator. Immediate vacancy for first or second class licensee. KTFI, Twin Falls, Idaho. Apartment available at transmitter if desired. Write or airmail F. V. Cox, Chief Engineer.

**Help wanted**—3 engineers holding first phone licenses. Network station located in midwest. Opportunity for advancement for men qualified. Reply, North Central Broadcasting System, Inc., 360 N. Michigan Ave., Chicago 1, Ill.

**Wanted—Announcer-copywriter.** Experienced and reliable with third class ticket or willingness to obtain one. Permanent position if you are man for job. Progressive Rocky Mountain NBC station. Send full details to KSEI, Pocatello, Idaho.

**Announcer wanted!** Excellent future for ambitious, capable worker at WFIL to replace man whose energy and activity have earned for him the production manager's job. Rush data, E. T. of your work and photo via mail. Don't phone or visit, but WRITE. WFIL, Phila., Penna.

**... --- ...** First class station needs first class engineer, or second willing to get first license within year. Excellent conditions, congenial surroundings. Call, write or phone Paul Lindsay, .-- .... . -...

**Wanted**—Radio salesman in live city, at least five years experience in selling radio. Good guaranteed salary and commission. Permanent position with NBC affiliate to right party. Send references and picture with first communication. Box 735, BROADCASTING.

**Announcer**—Have immediate opening. Permanent for right man. Send full details and salary expected. WREN, Lawrence, Kans.

## Situations Wanted

**Engineer, veteran,** twelve years radio, four broadcasting. First phone, second telegraph, some FM, transmitter and control 5 kw, chief 1 kw, desires permanent position progressive organization, transmitter or chief. Married, two years college, six months RCA Institute. Available short notice. Box 682, BROADCASTING.

**Operator—announcer**—First class radiotelephone, second class radiotelegraph license, 4F, California only. Box 708, BROADCASTING.

**Announcer**—19, also writing and production. Two years college training in radio. Limited experience. Available June 15th—September 15. Box 709, BROADCASTING.

**Staff announcer,** college grad, 24, single. 1½ years all-around experience. Capable newscaster. Recently with midwestern network affiliate. Seeks permanent staff position affording chance for advancement. Disc on request, Box 710, BROADCASTING.

**Prospective announcer** seeks experience. Veteran of Merchant Marine. College graduate, 23, single. Familiar sports, music, languages. Capable and conscientious. Go anywhere. Audition transcription. Box 711, BROADCASTING.

**Staff announcer**—Now available. Also, capable spot writer. Box 712, BROADCASTING.

**Announcer-newscaster**—M. C., producer-writer. Eighteen years radio experience small and large stations. Available June 15. Prefer New England. Box 713, BROADCASTING.

**News editor.** 15 years newspaper, press service, radio. Single, 4F, wants permanent position. Prefers night work, east coast. Box 715, BROADCASTING.

**Manager.** Competent, hard working, enthusiastic. New ideas. Let's talk it over. Box 722, BROADCASTING.

**Head of continuity department** basic CBS affiliate. Experienced in commercial copy and network scripts. Would like free lance assignments. Box 717, BROADCASTING.

**Announcer** — Experienced; news, commercials, general staff work. Now employed, desire change. Prefer Los Angeles or vicinity. Married, veteran. Good record. Tell all. Box 718, BROADCASTING.

**Discharged serviceman.** Teacher, 3 years experience, degree, college. Credit in radio. Desires announcing experience for summer in vicinity of Chicago or Freeport, Illinois. Will prove worth. Box 719, BROADCASTING.

## Situations Wanted (Cont'd)

**Experienced announcer,** production manager, and MC to handle personality shows, platter or live. Record of proven results for stations and agencies, now engaged, but available. Married, 4F. For further information write Box 720, BROADCASTING.

**First class operator** desires change. Must be permanent. Draft classification 1C. No announcing. Box 716, BROADCASTING.

**Program manager.** Having Hooper trouble? Let's remedy the situation. Box 723, BROADCASTING.

**News-production.** Six years agency and staff experience. Desire position in smaller western station as news editor and/or production man. Now employed in network affiliate as director news and specials. Age 35. Box 724, BROADCASTING.

**Assignment** as overseas radio reporter desired by recent veteran with necessary qualifications. Box 728, BROADCASTING.

**Chief engineer** 250 watt network station desires change. Honorable discharge. Family to support. Over 7 years' radio experience (more than 3½ years as engineer). First class radio-telephone license. State salary, hours, etc. When requesting address reply to Box 729, BROADCASTING.

**Engineer**—1st phone, 2nd telegraph, 11 years radio. Chief engineer 7. Transradio press, 2 years announcing. Prefer California, Pacific Northwest. 4F. Box 730, BROADCASTING.

**Male vocalist**—Formerly with name bands. Now seeking radio connection. Box 731, BROADCASTING.

**Young man,** 31, successful west coast radio-stage background in production, promotion, seeks opportunity with eastern radio station or advertising company. Executive ability. Creative. Box 732, BROADCASTING.

**Production-manager-program director.** Highly successful record in raising Hooperatings, four years' network production experience applied to local independent has resulted in substantial increase in Hooper in one year. Eastern location preferred. Box 733, BROADCASTING.

**Commercial manager** or manager interested in making a change for greater opportunity. At present commercial manager of 1000 watt station with outstanding sales record. Past reputation will speak for itself. Can offer the best of references. Interview can be arranged. All replies kept strictly confidential. Box 734, BROADCASTING.

**Program director - producer - announcer** desires change. Now with 5 kw Chicago station as producer-announcer. I have over seven years experience involving the above positions. Finest recommendations from nation's leading network affiliates. Honorably discharged and eager to build for future I will accept only topnotch, permanent positions. Available July 1. What have you? Box 736, BROADCASTING.

## Wanted to Buy

**Standard types** transcription machines. State make and model in reply. Playback arms not required. Box 725, BROADCASTING.

## For Sale

**Program idea** for sale. Box 714, BROADCASTING.

**For Sale**—New Temco 250GSC 250 watt transmitter converted for broadcast. Complete with tubes. Bliley oven and xtal. Will comply with FCC good engineering. No priority needed. Ready now to ship. Any good offer will be considered. Contact Mr. Beverly B. Ballard, 424 4th St., Marysville, Calif.


**ATTENTION SALESMEN**

Here is a chance to affiliate yourself with one of Americas aggressive radio stations.

**KDYL SALT LAKE CITY**

Interested in a first-class experienced salesman, must have satisfactory record as opportunity warrants qualified man. Wire, write or telephone. Prefer man now available in western market.

**WANTED**

*Experienced Announcer*

Good opportunity for capable and dependable man.

Apply Manager:

**WPTF**

**RALEIGH, NORTH CAROLINA**

*The* **SCHOOL** *of* **RADIO TECHNIQUE**

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**WANTED**

Announcers, control room and transmitter operators for Richmond, Virginia, station. Write completely of your experience. Announcers please send audition platters.

Tom Tinsley
7 E. Lexington St.
Baltimore, Md.

# FC&B Realigns RadioDepartments

## District Managers Appointed In Fully Staffed Offices

REALIGNMENT of Foote, Cone & Belding radio division personnel and responsibilities has been announced by Don Belding, board chairman, headquartering in Hollywood and in active charge of West Coast area operations.

In cities where agency has fully staffed offices, a manager of radio has been appointed to coordinate radio activity and client contact. In addition, radio manager has direct Hollywood facilities earmarked for him in the agency's Hollywood operation. Paul Rickenbacker heads New York radio operations, with Stuart Dawson in charge of Chicago division. Mark Buckley and David Taylor have been assigned to similar posts in San Francisco and Los Angeles, respectively.

Also headquartered in Hollywood, Victor Hunter and Albert Capstaff head a Chicago operations unit and are in charge of talent contacts and production, respectively. Operating for the agency's San Francisco office, Jack Meakin and Bob Nye supervise several Hollywood-originated shows. David Taylor and Harry Frazee are assigned to shows for Los Angeles accounts. Elliston Vinson continues to head agency's special radio division for motion picture accounts. His office is on RKO Radio Pictures Hollywood lot.

Burt Oliver continues as general manager of the Hollywood radio division, with Bud Spencer, talent buyer. Arnold G. Maguire is television director. With Bess Harrison resigning, Mary Noble has been made Hollywood office manager.

Edmund L. Cashman, agency vice-president and at present, head of the Hollywood radio division, resigns that post on July 1 to freelance and will set up his own independent production unit.

In addition to local business, Foote, Cone & Belding currently is running six transcontinental and seven regional shows with a combined talent and time billing of approximately nine million dollars.

## Radio Transport Aids

EXPERIENCE gained during the war in developing sturdy mobile radio equipment for military use will likely be utilized in various fields of transportation in the postwar era, with important benefits to industry and public alike, according to Robert C. Smith, transportation specialist, Bureau of Foreign & Domestic Commerce, writing in the June *Domestic Commerce*, publication of the Dept. of Commerce.

# SERVICE DIRECTORY


"GEARED TO AM-FM EXPANSION"
*Radio Engineering Consultants*
**Commercial Radio Equip. Co.**
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MORE RF KILOWATT HOURS PER DOLLAR WITH
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Freeland & Olschner Products, Inc.
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High Power Tube Specialists Exclusively

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SOLD ON BOTH STATIONS
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Available locally on transcription—see C. MICHELSON, 67 W. 44 St., N.Y.C.


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*An Organization of*
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*Consulting Radio Engineer*
*Hilltop Drive* *Stratford, Conn.*

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1146 Briarcliff Pl., N.E.
Atlanta, Ga. ATwood 3328

# At Deadline...

## MISS KEMBLE, BUD FISHELL GET NEW MBS POSTS

TWO NEW posts, just established at Mutual, will be filled by Dorothy Ann Kemble, who on June 18 becomes director of the MBS continuity acceptance department, and Bud Fishell, whose appointment as associate script editor, to work with H. Philip Minis at MBS, is effective immediately. Miss Kemble has been director of three departments for the Blue—continuity acceptance, literary rights and script routing. Mr. Fishell, freelance writer and author of "Frankie and Johnny", play scheduled to open on Broadway this fall, was program director of WNYC New York 1943-44.

## WATERMAN RETURNS TO NETWORK IN FALL

L. E. WATERMAN Co., New York (pens, ink), pioneer radio user, returns to the air as sponsor of *Gangbusters*, Phillips H. Lord production. According to Chas. Dallas Reach Co., Newark, N. J., agency, networks have been asked to submit availabilities for a half-hour night-time spot, preferably in fall. Pens will be emphasized. Company is prepared to begin this summer however, with ink products featured. Waterman plans a new line of postwar pens. Big campaign will break in newspapers and magazines in late September.

## NEW CAB MAP

COOPERATIVE Analysis of Broadcasting has issued a new map, first of its kind ever released by the CAB, showing distribution of the 81 CAB cities throughout the nation. Available to members, map comes in two forms, an eight-page folder and a 22" x 29" size. Seven features included in the map give the picture of CAB sample: (1) 81 cities covered by interviewing, (2) U. S. cities of 50,000 or more, (3) CAB cities by time zones, (4) CAB cities by size classification, (5) CAB cities by nine census geographic areas, (6) CAB cities by number of network outlets, (7) number of CAB interviewing units in each city.

## KBIX WALKOUT CONTINUES

WALKOUT of chief engineer and two female technicians at KBIX Muskogee, Okla., was still in effect last Friday with no hearing date set on charges filed with NLRB by IBEW on behalf of the three staff members. Station went off air late April 24 but resumed May 16 with new technical personnel. Station is owned by Tams Bixby Jr., also owner of the local newspaper interests, and operates on 1490 kc with 250 w. Union claims among issues that station has refused to negotiate. KBIX maintains in part that IBEW local is not proper representative.

## EARLY AWARDED DSM

STEPHEN T. EARLY was awarded the Distinguished Service Medal by President Truman on his retirement after more than 12 years' service at the White House, most of that time spent as press relations head. Under President Truman, he has been special assistant to the President. In receiving the medal, Mr. Early paid tribute to press and radio representatives assigned to the White House, saying that "never during the years of my service has one of them ever revealed a confidence or violated a trust."

## WSAI-AFM DISPUTE CERTIFIED TO NWLB

DISPUTE between WSAI Cincinnati and Local No. 1, AFM, which has resulted in a work stoppage by musicians at the Marshall Field station, was to have been certified Saturday to the National War Labor Board by the Secretary of Labor, the Conciliation Service disclosed late Friday. Issues are number of musicians, wages and employment of a librarian.

According to Walter A. Callahan, WSAI general manager, station offered a $60 weekly salary for 12 hours work, which had been demanded by the union, but Oscar Hild, AFM Local No. 1 president, insisted station employ additional musicians, which station didn't need. Despite work stoppage, WSAI will continue operations without local musicians, said Mr. Callahan.

## BMB-BBM ACCORD

A 70% BALLOT return on the first study made by Bureau of Broadcast Measurement, Canadian equivalent of Broadcast Measurement Bureau in this country, was reported by Athol McQuarrie, secretary of BBM and of the Assn. of Canadian Advertisers, and Horace Stovin, Stovin & Wright Ltd., BBM board member, Friday at a meeting with representatives of BMB in New York, at which it was agreed to standardize and coordinate as far as possible methods and material used by both organizations.

# People

JOSEPH L. MILLER, former labor relations director of the National Assn. of Broadcasters, last week was promoted to full lieutenant in the Naval Reserve. Lt Miller has been in the Navy since December 1943 and since January 1944 has been attached to the Navy Dept. Labor Relations Division, Washington.

WALTER COMPTON, for eight years WOL-Mutual Washington Presidential announcer and news director of WOL, has resigned effective July 1 to join WHN New York on a freelance news basis. It is presumed he will continue his cooperative news commentary over MBS, probably from WOR New York.

L. E. SEPTER, assistant sales manager in charge of replacement tube division, Ken-Rad Tube & Lamp Corp., Owensboro, Ky., has been named manager of replacement tube sales for home radio division, Westinghouse Electric Corp.; headquarters, Sunbury, Pa.

BOB DAVIS, NBC news and special events and international division publicity man, on June 18 becomes trade news editor succeeding Dick Connelly, who joins radio publicity department of Young & Rubicam, New York.

JACK EDMUNDS, who resigned as program director of WMAL Washington after three years, left the capital Friday with his wife and child for Denison, Tex. for a month's vacation. He has not announced future plans.

MARK WOODS, president, American Broadcasting Co. (Blue), is scheduled in Chicago Tuesday for a "routine" visit at Blue midwestern headquarters, his first since February.

# Closed Circuit

*(Continued from page 4)*

V-P and former Communications Commissioner is losing no time getting on with its task. Following series of telephone contacts since appointment of committee at Omaha NAB Board meeting May 16-17, committee meets in East June 12 for roundtable powwow. Prospects: Still the same—some towering public figure or else a hard-hitting practical broadcaster.

ANNOUNCEMENT of a plan whereby the facilities of WCBW, CBS video station, will be available to advertisers and agencies for experiments with commercial sight-and-sound broadcasts, is expected to be one of the first official acts of Col. Lawrence W. Lowman when he returns to CBS July 1 as vice-president in charge of television [BROADCASTING, May 28].

WHEN GEN. DWIGHT D. EISENHOWER returns to the United States—expected within a couple of weeks—he will be accompanied by Capt. Harry C. Butcher, his Naval aide. The former CBS vice-president is not expected to return to the European theater but may be reassigned elsewhere on a special mission. His civil life plans are not known, though he is expected to remain in radio.

EVER WONDER WHAT happened to that 60 kw standard broadcast job that was to have moved into Berlin with our occupation forces on 17 trucks? Since V-E Day, it is learned efforts have been made by our psychological warfare people to get it into the erstwhile Nazi capital as planned. But the Russians, who control the area, just don't want it there and that's that.

## BLUE ADDS NEW SPONSORS FOR FALL

WITH FORD Motor Co. sponsorship of Detroit Symphony Orchestra on Blue Sunday in 8-9 p.m. period reported practically set on Friday and U. S. Steel-Theater Guild program definite for 10-11 p.m. spot, Blue believes it will have strongest Sunday evening lineup of all networks come fall. Philco *Hall of Fame*, Hires' *Ice Box Follies*, Drew Pearson, *Quiz Kids*, Ford *Sunday Evening Hour*, Winchell, Fidler and Theater Guild round out the schedule.

Blue also is enthusiastic about its Friday evening schedule for fall, with Raymond Swing, 7:15-7:30 p.m.; *Lone Ranger*, *Blind Date* (moving from its present Monday time to 8-8:30 p.m. Fridays), *This Is Your FBI*, *Famous Jury Trials*, *Death Valley Sheriff* and the fights. With a number of other sponsors reported just about set, Blue executives are jubilant over the "turn of the tide" from commercial program losses suffered in recent months.

## WAR AGENCIES CUT

DEEP SLASHES in 1946 fiscal year appropriations for several war agencies identified with radio operation were proposed in House Appropriations Committee report Friday covering 18 civilian war agencies. Included in proposed aggregate cuts totaling 112 million dollars were: $7,000,000 from OWI, taken mainly from overseas operations, leaving $35,000,000 as compared with nearly $54,000,000 for the current year; $4,148,000 below budget figures for WPB, leaving $35,000,000 as against $63,000,000 this year; $1,880,000 off OIAA; $1,350,000 off Censorship and $85,000 off WLB.

PINKHAM'S . PROVERBIAL . PHILOSOPHY. .
Coming events cast their shadows before.
The feeling of utter listlessness, lack of energy, desire to be alone, or the "don't care" feeling, are all shadows of coming events. No woman should permit those symptoms to gain ground, for, being forewarned, she should be forearmed.
Pinkham's Vegetable Compound

## *This Advertiser Helped Establish the* WOMAN'S MARKET!

IN 1879, the first Lydia E. Pinkham newspaper advertisement appeared. That was the beginning of a new era in which, for the first time, advertising was aimed directly at women as a distinct buying group. Today, more than 70% of all advertising is directed to women, and woman has become the recognized "purchasing agent" for the family.

# In the DISTRIBUTION DECADE

## Advertising Must Establish Many New Markets!

TODAY, America is in the Production Era. Our single purpose is to produce more goods with which to win the war.

Tomorrow, after Victory, new problems will present themselves. Our vast reserve of manpower will have to be put to peacetime work. Our huge reservoir of private capital will have to be tapped for profitable conversion. Our tremendous facilities for production will have to be switched over to the manufacture of consumer goods.

And the main burden of this gigantic Peacetime task will fall on America's Advertising Man.

For the coming age will be the Distribution Decade. To pace production and maintain prosperity, the world's highest standard of living must be raised to even higher pinnacles.

Alert agency men are intensively applying themselves to the responsibilities and opportunities that will be theirs in the Distribution Decade.

So is The Nation's Station. When the time comes, we will be ready to help you do a better post-war job for your clients in the vast four-State market that is WLW-land.

**WLW**

DIVISION OF THE CROSLEY CORPORATION

THE NATION'S MOST MERCHANDISE-ABLE STATION